

CHAPTER II

REVIEW ON RELATED LITERATURES AND THEORETICAL FRAMEWORK

The researcher on this chapter will explore the field of sociolinguistics, with a particular emphasis on the phenomenon of euphemism. This chapter provides a comprehensive overview of how euphemisms function within language to address sensitive topics, avoid offense, and adhere to social norms. It categorizes different types of euphemisms, such as those related to death, bodily functions, and social status, illustrating how these linguistic tools are employed across various contexts to mitigate the impact of potentially uncomfortable or taboo subjects.

The discussion extends to the functions of euphemism in communication, highlighting their role in maintaining politeness, showing respect, and navigating social hierarchies. By examining specific examples and their usage in everyday interactions, the chapter demonstrates how euphemisms reflect cultural values and social dynamics. This analysis underscores the importance of euphemism in sociolinguistic studies, as it reveals the ways in which language both shapes and is shaped by societal attitudes and behaviors.

2.1 Sociolinguistics

Sociolinguistics is part of study of language that related to our daily activities and lives in society (Wardhaugh & Fuller, 2015). The way language functions in ordinary discussions, the media we encounter, the presence of

society, customs, regulations, and laws dealing with language are all examples. Sociolinguistics is one of several disciplines or topics in linguistics that include language connected to social aspects. The relation in language use and its function in society is the main focus to analyze in sociolinguistics (Holmes & Janet, 2013). Spolsky (1998) also said that Sociolinguistics is the theory to understand the link between languages and societies, e.g. in terms of the use of language and their structures within a society where speakers are located, is sometimes defined as such. The theory that human civilization is made up of a number of interconnected processes and behaviours is based on a branch of research.

(Hudson, 2001) states Sociolinguistics as "the scientific examination of language in terms of society," meaning that it is a subset of language studies. Thus, the importance of sociolinguistics is the illumination it provides on the nature of language in all its forms or certain features of language.

Therefore, Sociolinguistics is a linguistic theory which concerns the use of language in society by people who interact with each other. It can be concluded that, as described above, socioeconomics concerns not only the type of language one uses but also how to use different languages in interaction with other people. This is the reason they're communicating in a lot of languages.

According to Fishman (1989), sociolinguistics is the theory to understand the features of language varieties, their functions, and their speakers as these three continually interact, alter, and influence among themselves within a speech community. Fishman's work emphasized the connection between language and social factors, including culture, identity, power, and social structure. He viewed

language as a social institution that reflects and shapes the dynamics of society. His sociolinguistic perspective focuses on the language's close relation to the society. He examined the using of language in different social contexts, studied language maintenance and shifts in multilingual communities, and analyzed language planning and policy. His work contributed to a deeper understanding of how language reflects and shapes social structures and dynamics.

Education, social class or structure, and age are some parts of social life and social phenomena. Social life and language are two different part of human being that has a deep relationship with each other. Communication in a society or speech community is a group of people or some persons in some places or conditions that use language to build their intimacy, business, their activity based on the context or the necessity that they want to.

Language is not perceived or addressed as a language in sociolinguistics, as it is in general linguistics, but as a medium of interaction or communication in the broader public (Chaer & Agustina, 2004). Every activity in society, from talking on cell phones, studying at school, parent-child relationships, employer-servant relationships, between kings or presidents and their subjects, between doctors and patients and even managing all human needs cannot be separated from the use of language. Therefore, whichever way how specialists formulate sociolinguistics, the problem of the link between language and social activities will remain.

2.1.1 Types of Euphemism

Euphemism or euphemismus derives from the Greek “eufhemizein”, which means ' utilizing words with positive intentions or meaning. Euphemisms are

useful when we cannot say what we mean because it is forbidden, offensive, or sounds awkward. There are many definitions of Euphemism. Euphemism is defined by the Oxford English Dictionary (Hornby, 2015) as "an indirect usage of a word or phrase that speakers frequently use to refer to or say something that sound offensive or not pleasant, regularly to make it sound or seem less unacceptable rather than the reality."

Allan and Burridge (1991), euphemism as "another possibilities to a disfavored expression or sentence to avoid potential loss of dignity". Cameron (1995) defines euphemism as "a term used intentionally to avoid or decrease the negative connotations of terms that directly address restricted subjects (Allan & Burridge, 2006) describes euphemisms in his explanation as "sweet-sounding, or at least inoffensive, substitutes for expressions that speakers or writers would rather not use when executing particular communicative intentions."

Furthermore, Inomovna (2020) classifies the characteristics of speech-specific euphemisms into two main categories: the signs of language and nonlinear characters. Meanwhile, (Hua, 2020b) classified English euphemism into four types:

2.1.1.1. Euphemisms closely associated with taboo terms

Certain themes are off-limits, such as birth, old age, disease, death, and burial. It will be seen as unfriendly, abrupt, and severe if expressed clearly. It will not be insulting, though, if communicated indirectly in a polished and nuanced

manner. For example, older persons are usually referred to as senior citizens, venerable adults, and so on.

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2.1.1.2. Euphemisms Concerning Courtesy

Euphemism is also frequently used to convey words that cannot be uttered. People use euphemisms to demonstrate civility, which is to avoid stimuli, seek cooperation, or commemorate painful events when they are unwilling to state them directly. People frequently use large, chubby, obese, or overweight in place of fat; thinner or slender in place of thin; and ordinary, common, or plain in place of unattractive.

(Hua, 2020a) highlights the use of euphemisms in social interactions to soften or avoid harsh language that might offend or cause discomfort. For instance, the term "fat" can be considered offensive when describing someone's body, so people may opt for less direct terms like "overweight" or "plus-sized" to maintain politeness and show respect. These euphemisms promote social harmony by adhering to societal norms of politeness, allowing speakers to convey intended meaning without risking offense, especially in sensitive contexts like body image discussions. This practice is especially important in cultures that prioritize

interpersonal harmony, where avoiding confrontation or discomfort is a key communication strategy.

2.1.1.3. Politics-Related Euphemisms

In recent years, euphemism has become extensively utilised as a rhetorical strategy in social activities, political issues, and business partnerships, and new euphemisms have evolved. A poor nation, for example, may be referred to as a developing country; poverty is replaced with low income. To highlight equality for everyone while simultaneously encouraging national unity, Americans refer to blacks as African or Afro-Americans, Indians as Native Americans, and Mexicans as Mexican Americans.

Euphemisms are used in political and economic discourse to soften the impact of negative events, such as the term "economic downturn." These euphemisms suggest a temporary decline in economic performance, while "recession" connotations of prolonged hardship, high unemployment, and significant financial instability. Politicians and policymakers use euphemistic terms like "downturn" to maintain public confidence and avoid panic. This euphemism is particularly useful for political leaders during economic instability, as it allows them to address the issue without fully acknowledging the severity of the problem. This helps protect their image and maintain public discourse's optimism, even in the face of serious economic challenges.

2.1.1.4. Euphemisms Relating to the Profession

To decentralise the conventional "low-level profession," various occupation-related euphemisms, such as referring to servers or waitresses as dining-room attendants, selling salespeople as client representatives, and the maid as domestic help, must be employed in everyday speech. A landscape architect is a landscape professional, whereas a pipe engineer is a plumber.

Profession-related euphemisms are used to make certain jobs or occupations sound more prestigious, dignified, or appealing. For instance, "sanitation engineer" is a euphemism for "garbage collector," adding a sense of professionalism and technical skill to the job. This euphemism emphasizes the importance of sanitation engineers in maintaining public health and environmental standards, highlighting their role as part of a broader system. It also reflects a desire to show respect for the job and its people, avoiding potential stigma associated with manual labor or sanitation services. The use of euphemisms can influence how society views different professions, particularly those traditionally considered less prestigious, by promoting dignity in work across various fields and softening social hierarchies often tied to job titles.

2.1.2. Functions of Euphemism

According to Burrige (2012), He defines euphemism in six functions, they are:

2.1.2.1. Protective

Euphemisms are essential in sociolinguistics, protecting emotions and promoting social cohesion. They are often used to soften the emotional impact of

sensitive topics like death, such as "passed away," acknowledging the gravity of the situation and respecting cultural sensitivities around mortality. This choice of language acknowledges the gravity of the situation.

In sociolinguistic terms, euphemisms like "passed away" fulfill societal expectations of politeness and empathy in communication (Brown & Levinson, 1987). Cultural norms prioritize emotional well-being and respect for the grieving process, allowing individuals to express condolences and comfort others without exacerbating distress through linguistic strategy..

Furthermore, the protective function of euphemisms extends beyond personal interactions to societal discourse. In media and public communication, euphemisms are often employed to convey tragic events or sensitive issues in a manner that respects the dignity of those involved and minimizes sensationalism (Allan & Burridge, 2006). This strategic use of language contributes to maintaining social harmony and ethical standards in public communication.

2.1.2.2. Underhanded

Euphemisms are words used to disguise or soften the actual nature of something, so avoiding responsibility or directness. They assist in the management of sensitive topics, the maintenance of social cohesiveness, and the regulation of expectations.

Moreover, the underhanded function of euphemisms extends beyond organizational settings to broader societal discourse. In political rhetoric, euphemisms are frequently employed to reframe controversial policies or actions in more palatable terms, shaping public opinion and political discourse (Lakoff,

2016). Terms like "enhanced interrogation techniques" instead of "torture" exemplify how euphemisms can be used to justify or obscure contentious practices while influencing public perception.

The underhanded function of euphemisms exemplifies language's role in diplomacy, persuasion, and social negotiation. While offering linguistic tact in delicate situations, euphemisms also raise ethical considerations regarding transparency, accountability, and the manipulation of information in both organizational and societal contexts.

2.1.2.3. Uplifting

Euphemisms serve a critical role in sociolinguistics by enhancing the perceived value or positivity of something, thereby influencing how individuals perceive and interact with products, services, or ideas.

For instance, the term "pre-owned" is commonly used euphemistically in marketing to replace "used." This choice of language aims to portray previously owned items in a more favorable light, suggesting quality and reliability to potential buyers (Cameron, 1995). By framing products euphemistically, marketers seek to mitigate negative associations often linked with "used" items, such as wear and tear or diminished value.

The uplifting function of euphemisms exemplifies language's power in marketing and consumer behaviour, highlighting its strategic use in influencing perceptions, preferences, and purchasing decisions. While offering linguistic flair and positive framing, euphemisms also raise important questions about authenticity and consumer trust in commercial communications.

2.1.2.4. Provocative

Euphemisms play a crucial role in sociolinguistics by contributing to linguistic coherence and facilitating communication about taboo topics or sensitive issues. They provide culturally accepted ways to discuss matters that may otherwise be uncomfortable or socially inappropriate to address directly.

For example, euphemisms like "passed away" instead of "died" help soften the emotional impact of discussing death, adhering to norms of politeness and sensitivity in interpersonal communication (Brown & Levinson, 1987). By employing euphemistic language, speakers can navigate sensitive subjects while maintaining social harmony and respecting cultural sensitivities.

Furthermore, the coherent function of euphemisms extends beyond individual interactions to broader societal discourse and public communication. In media and political contexts, euphemisms are frequently employed to discuss sensitive political issues or controversial policies in ways that maintain diplomatic relations or mitigate public backlash (Lakoff, 2016). This strategic use of euphemistic language helps uphold social order and political stability by navigating potentially divisive topics with tact and diplomacy.

2.1.2.5. Cohesive

Burridge (2012) argues that euphemisms not only enhance politeness but also serve as cohesive devices in discourse by promoting smoother communication and maintaining social harmony. Euphemisms achieve cohesion by substituting potentially offensive or blunt expressions with more socially

acceptable alternatives, thereby helping speakers navigate sensitive topics without causing discomfort or offence.

To support Burridge's theory, let's incorporate the insights of Geoffrey Hughes, a linguist who extensively studied the role of euphemisms in language. Hughes (2006) emphasizes that euphemisms play a crucial role in maintaining social decorum and etiquette. He suggests that euphemisms help speakers adhere to cultural and societal norms regarding appropriate language use, especially in contexts where direct or explicit language might be considered impolite or taboo.

Moreover, Hughes notes that euphemisms contribute to the coherence of discourse by ensuring that communication flows smoothly without disrupting social harmony or causing unnecessary offence. For instance, euphemisms related to bodily functions or death soften the impact of potentially distressing topics, allowing conversations to proceed more comfortably.

2.1.2.6. Ludic

In literature, authors often employ euphemisms to enhance narrative appeal and capture the attention of readers. Euphemisms can enrich storytelling by introducing humor or irony, thereby engaging readers' imagination and provoking thought about societal norms and conventions (Attardo, 1994). For example, Mark Twain's use of euphemisms in "The Adventures of Huckleberry Finn" satirizes the hypocrisy and social pretenses of the antebellum South, employing euphemistic language to critique racial attitudes and class distinctions.

Literary studies highlight that euphemisms' ludic function extends beyond mere amusement to serve as powerful rhetorical devices. By employing

euphemisms effectively, writers and performers can subvert expectations, challenge conventions, and provoke critical reflection on societal norms and values (Cameron, 1995). This creative manipulation of language underscores euphemisms' versatility as linguistic tools that enrich narratives, deepen characterizations, and resonate with audiences on multiple levels.

The ludic function of euphemisms exemplifies their role in enhancing entertainment, literature, and creative expression. Whether in humorous anecdotes, satirical critiques, or everyday banter, euphemisms contribute to language's dynamic and expressive nature, fostering cultural dialogue, and enriching the human experience through laughter, insight, and artistic innovation.

According to Lutz (2000), a euphemism is "an inoffensive or positive term or phrase used to avoid a severe, disagreeable, or repulsive reality".

First and foremost, these definitions share the idea that euphemisms are "deliberate." In other words, the goal is to impact how others perceive what is being stated. Furthermore, the definitions agree on the special referential position of euphemisms as replacements. A euphemism, as such, does not clearly or directly allude to or describe anything. It serves as a substitute for some other usage that is considered disgusting and undesirable and is variably defined as negative, unpleasant, revolting, obnoxious, abrasive, and humiliating, as well as strongly related with taboo. In other words, euphemism's purpose is avoidance.

Thus, Euphemism is not so just an expression in using auspicious words as it is about avoiding offensive or disrespectful ones on purpose. To this end, the preferred verbal choice is relatively more favourable, less disagreeable, less

repulsive, and less objectionable. For instance, "rest in peace," "go to his the creator," and "journey" are common euphemisms for "death" across cultures. Similarly, "sleep with someone" is a common euphemism across languages for "sexual intercourse." The F-word and N-word euphemisms in English are indirect metalinguistic allusions to taboo words. As demonstrated by these examples, the relative advantage of a euphemism rests in its vagueness and indirectness in comparison to the term it is meant to supplant. In other terms, Euphemism involves the sacrifice of referential specificity. Because of this, Euphemism has been labelled as representational displacement (Mcglone et al., 2006).

Each of the linguists who have studied the phenomenon of Euphemism has, to varying degrees, attempted to classify it according to its various characteristics. As the case is as multidimensional as other linguistic units, the classifications of euphemisms concentrate on various aspects, and the results obtained vary accordingly. Although it may appear contradictory, the diversity functions to complement each other. It should be noted that Russian linguist Budagov classified euphemisms into two main categories: a) literary euphemisms and b) vernacular euphemisms.

Budagov distinguishes contextual euphemisms in (Inomovna, 2020b). In comparison, they are more reliable and depend on the individual who explains the concept and state of the text. Senichkina refers to contextual euphemisms as "occasional euphemisms" in Inomovna (2020b). They repeatedly appear in speech and satisfy all of the euphemism moment's requirements, however, there is no pre-made template for them. Such euphemisms are often metaphorical and figurative.

These euphemisms are likewise out of place for A.M. Katsev. He believes that infrequent euphemisms have a strong euphemistic impact (pain). They are in bad shape. In addition to occasional euphemisms, Senichkina separates the following categories: euphemisms with a pattern in language and known to the expressive, euphemisms with an unknown origin to the expressive (connected to a person or thing-event), historical euphemisms, and dysphemisms. This categorisation demonstrates the variety of connotative content in euphemisms.

2.1.3 The Relationship between Euphemism And Sociolinguistics

The study of how language varies and is utilized in various social circumstances is known as sociolinguistics. It investigates the interaction of language and society, particularly how language reflects and affects social structures, relationships, and identities. Euphemisms, on the other hand, are expressions used to replace harsh or offensive terms with more polite or socially acceptable ones. They often serve to soften the impact of sensitive or taboo subjects.

Experts in sociolinguistics such as Stockwell (Stockwell, 2003) are interested in euphemisms because they reveal important insights into language and social behaviour. Euphemisms are not simply linguistic phenomena; they are deeply connected to social norms, power dynamics, and cultural values. Sociolinguists analyze euphemisms to understand how they are used by different social groups, how they change over time, and what they reveal about social relationships, hierarchies, and the negotiation of sensitive topics. For example, the use of euphemisms related to death or illness can reveal cultural beliefs about

mortality and health. Euphemisms related to gender or race can reflect societal power structures and the desire to mitigate offensive language. By studying euphemisms, sociolinguists can uncover hidden meanings, implicit biases, and the ways language is used to maintain social harmony or exert power.

Sociolinguistics and euphemisms are closely intertwined. Sociolinguists study the role of euphemisms in language, society, power dynamics, and identity construction. Understanding the use and function of euphemisms provides valuable insights into how language reflects and shapes social reality.

2.1.4 Movie “A Passage to India”

David Lean wrote, directed and edited the epic historical drama film *A Passage to India*, which was released in 1984. The screenplay is based on Santha Rama Rau's 1960 play of the same name, which was in turn, adapted by E. M. Forster's great novel in 1924 that has the similar name as the movie.

The film initially takes place in the nineteenth century during the British Colony in India and explores the relationships of numerous individuals in the imaginary city of Chandrapore, including Dr Aziz, Mrs Moore, Adela Quested, and Richard Fielding. When Adela, a newcomer to India, accuses Aziz of attempting to rape within the famed Marabar Caves, the city is divided between the British elite and the native underclass, and Aziz and Fielding's growing relationship is put to the test. The film investigates racism, imperialism, religion, and the basic components of both platonic and married relationships. This was to be the final picture of David Lean's long career, and the first feature film he had directed since *Ryan's Daughter* fourteen years before. At the 57th Academy

Awards, *A Passage to India* garnered eleven nominations, including Best Picture, Best Director for David Lean, and Best Actress for Judy Davis for her depiction of Adela Quested, and was acclaimed as David Lean's best work since *Lawrence of Arabia*. Peggy Ashcroft received the Academy Award for Best Supporting Actress for her role as Mrs Moore, becoming the oldest actress to do so at the age of 77. Maurice Jarre received his third Academy Award nomination for Best Original Score.

2.2 Previous Research

The first previous and relevant research is a thesis entitled "Seeing the Unseen: Euphemism in Animated Films A Multimodal and Critical Discourse Study" by (Asseel, 2020b). It illustrates the widespread use of euphemisms in animated films to obscure taboo subjects and influence audience perceptions, particularly related to sexuality, gender, and race. Evasion strategies commonly involve euphemizing race, sex, and gender. Metaphors and conceptual metaphors are especially prevalent in sexual euphemisms. Additionally, visual techniques portraying female characters' empowerment to convey their sexuality are increasingly prevalent in gendered euphemisms. As per (Asseel, 2020a), while the linguistic aspect diminishes an ideology due to euphemism's manipulative nature, the visual component reinforces and validates the same ideology, values, or stereotypes.

The second research is entitled "Euphemistic Expression In The Independent News: Semantics Approach" by (Sari, 2020). In this study, the researcher discovered 30 records for euphemism categories and 20 records for

euphemism functions. Based on the findings, it was possible to conclude that overstatement data comprised the majority of euphemism categories. The underhanded and cohesive functions have the most common data in euphemism functions.

The journal article "Slang Words In Rihanna's Song Lyrics: Sociolinguistic Approach" by Sartika Silalahi & Dhona Handayani (2019) is the next related research. It explores the use of slang in Rihanna's song lyrics through a sociolinguistic lens. The study aims to analyze the formation and social functions of these slang words using qualitative research methods, including observation and Pragmatic Identity methods. The researchers identified 37 instances of slang, categorized into five types: coinage, blending, clipping, acronyms, and prefixes/suffixes. These slang words primarily serve to establish self-identity and express emotions, reflecting the contemporary language trends among youth and artists. The study underscores the significant role of slang in modern communication, particularly in how it helps to convey specific social values and maintain exclusivity within close-knit groups. The findings reveal that slang words in Rihanna's lyrics are predominantly used for emotive expression and the pursuit of self-identity. The research highlights the prevalence of informal language in popular music and its impact on societal communication patterns. By examining the different word formation processes, such as coinage, blending, and clipping, the study provides insights into the dynamic nature of language evolution. The article concludes with suggestions for further research on slang in contemporary music and advises careful consideration of slang usage in different

contexts to avoid miscommunication. Overall, this study emphasizes the importance of understanding slang within its social context and its implications for language and identity.

Subsequent relevant research was carried out by (Candra et al., 2022) entitled "Euphemism Expressed by the Characters of Shakespeare in Love Movie Script". The analysis using Warren's model of euphemism theory revealed that the characters used six different categories of Euphemism: implication, metonym, particularization, rhyming vernacular, onomatopoeia, and metaphor. The second query using Burridge's functions of euphemism theory revealed that five out of six functions of Euphemism were used by the characters. It included protective, cohesive, ludic, provocative, and underhanded euphemisms. The preferred form of Euphemism among the characters was the implication, while the most common function was protection. The discovered data came from ten characters with varying social backgrounds and classes. It was a shocking discovery that Euphemism was used not only by educated people but also by commoners.

The following previous research was conducted (Gu, 2019) entitled "Analysis of Euphemism in Film Language and Lines from a Cognitive Perspective". The result shows that as an integral component of culture, film is the mirror and condensed representation of people's actual lives. In the film, words do not impart their full connotation between the two parties. For instance, they may employ euphemisms so that the recipient can consider and comprehend the "implication." To comprehend the Euphemism in film language, it is necessary to

analyze the words within the specific context of the film. This helps us to comprehend the effect of the Euphemism within the specific context of the film.

The related research by Tsabitah Sulistiyo et al. (2023) titled "The Use of Euphemisms in Ancient Storybook of Indonesia Korea 1 Hanguk Indonesia Yetiyagi", explores the application and functions of euphemisms in ancient Indonesian and Korean storybooks. This research, published in the *Journal of Korean Applied Linguistics*, employs a sociolinguistic approach to examine how euphemisms are used to address taboo topics, reflect cultural traits, handle social discrimination, and mitigate negative situations. The study identifies euphemisms primarily in the form of words and sentences and categorizes them based on their functions such as self-protection, purification, maintaining social order, and creating new terminology. The findings indicate that euphemisms serve various social functions, with the highest percentage being for self-protection and purification. The analysis shows that 86% of euphemisms are in the form of words, while 14% are in sentences. The study concludes that euphemisms play a critical role in softening language to make it more socially acceptable, thereby maintaining social harmony and reflecting cultural norms. The research highlights the importance of understanding euphemisms within their cultural context to fully appreciate their role in communication and societal interactions in both Indonesian and Korean folklore.

The last previous research was carried out by (Ekasiwi & Bram, 2022) that entitled "Exploring Euphemisms in *Bridgerton: Diamond of the First Water*". Six categories of Euphemism were identified by the research: substitution, litotes,

metonym, hyperbole, synecdoche, and colour-based metaphor for euphemism. However, this study only analyzed the pilot episode of the television series. Consequently, the results may have varied in other instances. Future researchers interested in the same topic may discover additional categories of euphemisms not covered by this study.

Based on past research, the researcher determined that there were some parallels and differences between the seven previous studies and the current study. The majority of prior research that used a qualitative descriptive technique were comparable to the current study. One research, however, used a different technique by comparing qualitative data. Meanwhile, a contrast was made between past studies and the current study. The bulk of prior research used different data sources than this study. There was just one other research that used the same data source as this one. The parallels and differences that prompted the use of euphemism in these research may be found in a variety of data sources, techniques, and ideas.

2.3 Theoretical Framework

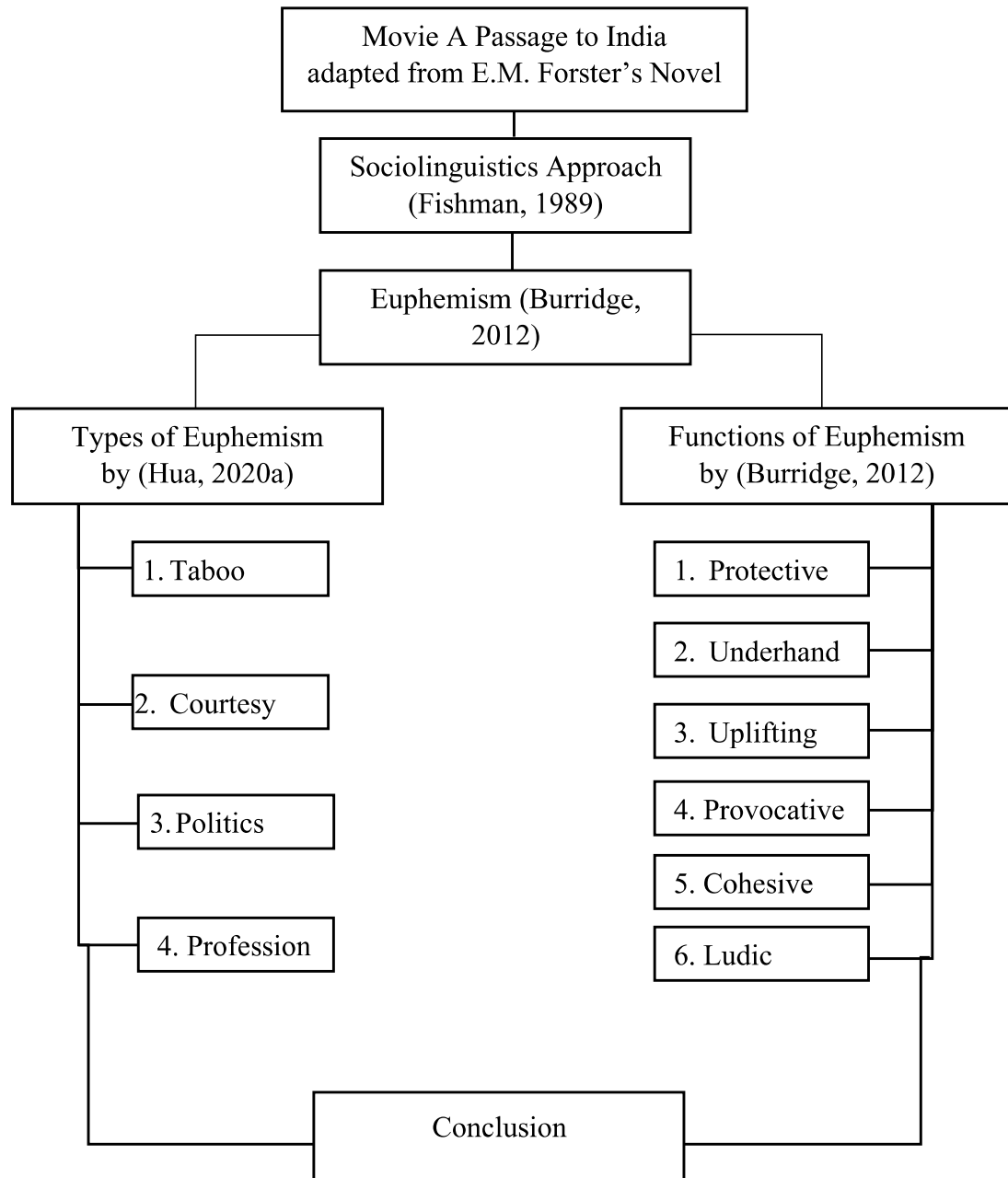


Figure 2.1 Theoretical Framework

According to the theoretical framework indicated above, the researcher used sociolinguistics as a technique and Euphemism as the subject of investigation. Hua and Burridge's classifications of euphemism types and functions,

respectively, were used by the researcher to examine the data. Euphemism categories include euphemisms strongly linked with forbidden language, euphemisms involving civility, euphemisms affecting politics, and euphemisms about the profession. There are uses for protective, underhanded, uplifting, provocative, cohesive, and ludic euphemism.