ABSTRACT

Euphemism Analysis on Will Cain Podcast *A Warning of Racism from A Racist President*: A Pragmatic Approach

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This study discusses the analysis of euphemism in a Will Chain Podcast entitled *A Warning of Racism from a Racist President*. In this case, the search for types and euphemisms that become research questions is explored to be found in the video. The purpose of this research is to raise public awareness regarding the use of euphemisms that are considered essential to apply.

The research method used in this research is qualitative. The data used is text transcripts from a video sourced from Fox News Channel YouTube publications. Data collection techniques are carried out by opening the channel, transcribing data, and selecting data to be processed in data analysis. The data analysis process uses the interactive model from Miles and Huberman (1994) which includes data reduction, data display, and conclusion.

The findings from this study are 6 types of euphemisms found out of the 16 types proposed by Allan and Burridge (1991). The types found are 2 metaphor data, 4 hyperbole data, 7 idiom data, 2 personification data, 2 abbreviation data, and 2 jargon data. The functions of euphemism found are the protective with a dominant level of use of 10 data, the uplifting euphemism contained in 8 data, the ludic euphemism with 5 data, the cohesive euphemism with 2 data, and provocative with 1 data. Moreover, the pragmatic approach applied in this study is intended to interpret the implied meaning of utterances after the data is classified based on type and function.

Keywords: euphemism, pragmatic approach, podcast analysis