

CHAPTER ONE

INTRODUCTION

1.1 Background of The Study

Communication is created from something called interaction to convey ideas and desires through a language. Language is a device to become a link between one to another, that is the system that applies naturally from birth. In this case, we use language as a tool to convey the message we want to share (Kuswoyo, 2016), because language is used to be a liaison so that interaction can be created to exchange ideas and information. Hereby, language is the most important tool to communicate, which is communication that runs dynamically (Qadriani and Wijana, 2020). Meanwhile, communication that occurs and is ready to exchange information must of course be conveyed properly using polite and non-offensive language because the purpose of communication is not only informative or as a way of conveying messages but also as a form of establishing relationships, both individually or in a group. Awoniyi (1982) asserts that there would be anarchy in the absence of communication. He adds that without communication, human existence and civilization as we know it would cease to exist. Therefore, the use of language needs to be maintained and must be considered carefully.

The use of language in communication, whether spoken or written, has its own uniqueness, such as who and for whom the language is produced, or what kind of situation the language is used in. (Kuswoyo, Qodriani and Khairunnisa, 2020). In

this case, it is understood that the attitude of being careful in speaking is the application of basic ethics in communicating with others. Knowledge of language manners must be continuously cultivated for the sake of order and harmony because language is the main key that can play with one's emotions. In daily life, language does not demand to always be in the zone. This means that there are actually no written rules that require us to be polite but a polite attitude comes from the culture taught by our parents when we were young and it is also come from our knowledge of what we should do in certain situations such as formal and informal conditions.

Regarding the two conditions is actually not binding, it only depends on the choice of words to be conveyed to other people. In accordance with (Amelia et al., 2022) a public speaker does not have to use formal language. The most important thing is to be able to put yourself in various situations and according to the context. It can be a form of avoiding something that triggers verbal attacks from the speaker to listeners who have the possibility of being offended, so given the importance of language in communication, it must be considered so it will not cause misunderstandings. Conversations that occur consciously or unconsciously can be a weapon that causes misunderstandings. Errors can be created from the words spoken by the speaker to the listener. Sometimes the speaker does not realize it and does not even know how to make the words more polite and acceptable to the listener. The existence of euphemism is expected to be a solution that can overcome these problems.

According to Allan and Burrige (2012) euphemisms are employed to prevent making hurtful remarks or speeches that are unworthy of being said. Regarding the origin of the term euphemism from Greek, Allan and Burrige (2006) also added the word euphemism comes from the word “eu” which means "good/well," and “pheme”, which means "talking" or "speaking". In this case, to conclude that euphemism is present to make a speech that is inappropriate to say better without reducing respect when spoken either to individuals or to the general public. Qi Pan (2013) states euphemism serves the purposes of politeness and beautification, which aid in the development of constructive dialogue. As a result, it is frequently employed in our daily conversation to convey an unpleasant feeling. Euphemisms are used as a solution to be able to muffle sentences that are unseemly to say but how to keep the message conveyed.

Meaning in euphemism is bound by context which not everyone will understand if they do not recognize the context first. The context referred to includes (who speaks, to whom, what purpose, how a speaker says, when, and where aspects) had been slightly different” (Fillmore 1977:119). The scientific discipline that binds between language and context is pragmatics. The role of pragmatics in this study is to reveal the implied meaning from the utterances that contain euphemisms by looking at the surrounding context. The object taken is a video podcast by Will Cain with a duration of 26 minutes and 29 seconds entitled *A Warning of Racism from A Racist President*. This podcast was uploaded on May 15, 2023 by Fox News which is a United States TV channel that was founded

on October 7, 1996. Fox News has several TV shows on its channels such as Fox & Friends, America's Election Headquarters, America's Newsroom etc. However, this podcast is uploaded to the YouTube channel account from Fox News, it is not broadcast on television. The host of this podcast is Will Chain, an American columnist who is currently the co-host of Fox & Friends Weekend on Fox News, one of the TV shows from the Fox News TV channel. Since podcasts are included in modern-day mass media, and mass media is the active platform where discourse is always produced and reproduced (Suprayogi et al, 2021); a number of trends in the existence of discourse and the use of certain language strategies can be found. This, especially related to the language strategy used by the hosts of this podcast, is something that can be analyzed in more depth.

At first, Chain commented on president Joe Biden who boasts not to be racist even though he is a racist president. This was harshly criticized by Chain that knew the behavior of Joe Biden. The criticism made by the Chain followed by arguments to provide a response to it. Chain's method of conveying his opinion on a podcast under the scope of political discussion about a public figure was carefully crafted so it does not trigger the person concerned. Besides that, this podcast is watched by the public and becomes public consumption, therefore the delivery technique carried out by Chain is conveyed using euphemisms to minimize rudeness and the impression of being blunt. This is adapted to the existing communication ethics to be able to choose good diction and language style when speaking both one way and two directions.

1.2 Research Questions

1. What are the types of euphemism found on the Will Chain Podcast *A Warning of Racism from A Racist President*?
2. What are the functions of the euphemism applied to Will Chain Podcast *A Warning of Racism from A Racist President*?

1.3 Research Objectives

1. To find out the types of euphemism used in Will Chain Podcast *A Warning of Racism from A Racist President*.
2. To investigate what euphemism functions are applied to Will Chain Podcast *A Warning of Racism from A Racist President*.

1.4 Uses of The Study

1.4.1 Theoretical Use

Theoretically, this research contributes to linguistic theory related to the understanding of euphemisms based on the characterization of the types and functions found in this study using Allan & Burridge's theory. The use of euphemisms that apply the principle of politeness in communication will also have a good impact which can be used as basic or fundamental things as a reference in speaking.

1.4.2 Practical Use

Euphemisms make an utterance orderly and polite when heard. Some sentences that are changed with the same meaning will not reduce the

sense that is spoken. Euphemisms are outstanding to apply considering that the generation is dominated by bad environmental influences that use a lot of harsh words as a social language. Euphemisms are here to educate people from children, teenagers, adults and parents to always apply good words in everyday life.

1.5 Scope of The Study

The parameters of the research will focus on classifying the types of euphemisms uttered by Will Chain who gives his opinion on what Joe Biden does and looking at the functions implemented in his podcast entitled *A Warning of Racism from A Racist President*.