

CHAPTER TWO

LITERATURE REVIEW

2.1 Previous Studies

Several studies on euphemism have been studied previously. However, the object of the research itself is different and varied. The following table below will provide information on the location of the differences in objects using the euphemism theory.

Table 2. Previous Studies

No	Study	Objective	Method	Findings
1.	Chandra, Arifin & Asanti (2022) Indonesia	To apply the theory of euphemism in the literary and cinematic industries that occur in the dialogues of the film Shakespeare in Love.	<ul style="list-style-type: none">• Qualitative research paradigm• Content analysis	<ul style="list-style-type: none">• Six types of euphemism are found based on Warren (1992).• Context theory from Dell Hymes (1974).
2.	Syahrani & Refnaldi (2022) Indonesia	To provide news broadcasts that the public deserves to hear by conveying information that is broadcast packaged politely because news is not only informative but also educative.	<ul style="list-style-type: none">• Qualitative descriptive• Inductive data analysis	<ul style="list-style-type: none">• Loan terms were the most prevalent form of euphemism, with 17 instances or 24.63 percent of all occurrences. Meanwhile, compounding, derivation, and vernacular appear the least with 1 data or 1.44 occurrences each.
3.	Crespo-Fernández* (2021) Spain	To investigate the use of euphemisms in television advertisements with taboo connotations of laxative advertisements that are judged to be successful in advertising the product.	<ul style="list-style-type: none">• Quantitative• Bottom-up approach	<ul style="list-style-type: none">• Metonymy is used a lot in advertisements for this laxative.• As a means to attract consumers, the use of euphemisms and non-euphemisms is applied in laxative advertising.

4.	Saputri, Tambunan & Lubis (2021) Indonesia	To examine the caption used on the Lambe Turah account using acceptable language. In addition, avoiding misinterpretation or lawsuits as well as preventing loss of face from related celebrities.	<ul style="list-style-type: none"> • Qualitative descriptive • Observe 	The researcher has found 100 written words containing 3539 words of euphemism.
5.	Putra & Widodo (2020) Indonesia	To investigate the forms of euphemism used by the 2019 presidential candidates as an effort to maintain stability and good social relations in society so that they are believed and choose them based on the arguments conveyed by euphemistic utterances.	<ul style="list-style-type: none"> • Descriptive qualitative method • Content analysis approach 	Joko Widodo's speech contained the highest percentage of euphemisms, 42.3%, with a total of 113 euphemisms.

The first research entitled "Euphemism Expressed by The Characters of Shakespeare in Love Movie Script" was published in 2022 by Candra, Arifin and Asanti. The objectives of this research are to describe and classify the euphemisms used into the types of Warren's euphemisms taken from the Shakespeare in Love film script and to provide an explanation of the euphemism functions applied to the data found based on Burrige's euphemism function theory. The research method used is qualitative which determines the existence of certain words or concepts in a text or collection of texts. In addition, it employs content analysis, which, according to Weber (1990), is a research method that employs a series of procedures to draw valid conclusions from text. There is Warren's theory of euphemism types (1992), found six types of euphemisms in Shakespeare in love movie script. They are metonyms, particularizations, implications, metaphors, rhyming slang and

onomatopoeia. Some of the functions of Burrige's (2012) euphemisms that are applied in the data are protective euphemisms, cohesive euphemisms, ludic euphemisms, and provocative euphemisms. In addition, this study uses context theory from Dell Hymes (1974) to assist researchers to describe in more detail the meaning behind each euphemism.

The second study entitled "Euphemism Used in Online CNN Indonesia News" published in 2022 by Syaharani and Refnaldi. This study aims to find and analyze the forms of euphemisms in the formal context of CNN news. The theory used is Werren's euphemism (1992). The research method used is qualitative, Creswell (2013) qualitatively defined approach to understanding the meaning of individuals or groups that are ascribed to social or human problems. Data analysis carried out inductively builds from specific themes to general themes, and researchers make interpretations of data classification based on Hoffman's theory. The findings obtained are in the form of word formation devices, phonemic modifications, loan words, and semantic innovations. With 17 records or 24.63 percent of all euphemisms, loan words are the most frequently used. Compounding, derivation, and slang, on the other hand, only show up in 1 or 1.44 data.

The third study entitled "Euphemism in Laxative TV Commercials: At the Crossroads Between Politeness and Persuasion" published in 2021 by Crespo-Fernández. The purpose of this study is to provide an understanding of how euphemisms work in television laxative advertisements. This is intended to keep the message conveyed without disgusting the public. The use of euphemisms is

considered good as marketing to attract consumers to buy these laxative products. There were 218 references to constipation (both euphemistic and non-euphemistic) in a total of 41 advertisements containing approximately 3,935 words collected over a six-year period (2013–2018) and using a quantitative methodology. Regarding the method of analysis using a bottom-up approach. First, look for data that matches what you want to analyze. Second, grouping the data and classifying it according to the formation device. Third, conclusion. The majority of phrases and words used to advertise laxatives are metonymic; it appears 114 times, often in conjunction with other literary devices such as understatement, litotes, simile, and hyperbole. Other findings are non-euphemistic devices found in laxative advertisements are in the form of the use of figure of speech such as the use of metaphors, similes, and hyperbole.

The fourth research entitled "Euphemism in the Instagram Captions of Lambe Turah: A Semantics Approach" was published in 2021 by Saputri, Tambunan and Lubis. The object of this research is Instagram social media on the Lambe Turah account which uploads the personal lives of celebrities. Talking about someone's personal life is considered sensitive especially when news that is conveyed is not true can lead to hate speech. Therefore, this research has the aim of avoiding misinterpretation by the public regarding an upload in a caption that is made using euphemisms in making captions. The caption which is a description that will be read by the public, then the use of the chosen language must be careful so that the celebrities covered do not lose their faces.

This study uses a descriptive qualitative method based on Miles Huberman, & Saldana (2014) to analyze the collected data. Researchers use observation sheets to

record words, phrases or sentences that are categorized into euphemisms. Findings obtained from the results of Lambe Turah's analysis from 1 August to 31 September 2020, the researchers found 100 written words containing 3539 euphemisms after that it classifies the types of euphemisms in the framework of Allan and Burridge (1991). The highlight of what is uploaded on the Lambe Turah account is the caption or description added to the photo or video about the celebrity. Therefore, in writing captions, you must pay close attention to how the language is used, regarding this issue the researcher uses a semantic approach to carry out the process.

The fifth study entitled “Euphemisms in 2019 Presidential Election Debates”. This research was published in 2020 by Putra and Widodo. To be able to convince the public, the candidates will use sentences that can captivate the hearts of the people. They will avoid sentences that may offend the public in order to be voted on and not hated. Therefore, in this study it will look for sentences containing euphemisms used by the candidates in conveying their arguments. The method used in this study is a qualitative descriptive method with a content analysis approach. One for One Replacement was the most widely used euphemism kind, and it included phrases that were borrowed, abbreviated, or that were used in other languages or regions. A total of 164, or 61.4%, euphemisms were employed. In the presidential and vice-presidential debate for 2019, this euphemism accounted for more than half of all those that were used. As opposed to this, cutting with one euphemism, or 0%, is the least euphemism form ever utilized.

The emphasis in this study focuses on a pragmatic approach to recognizing the use of euphemisms and the implied meanings behind them. The understanding of

interpreting the meaning will be reviewed from a pragmatic perspective that pays attention to aspects of the context in order to be able to capture the meaning of the ongoing conversation in the podcast.

The five previous studies above have different objects and theories. 4 of the 5 studies above came from Indonesia and one came from Spain. From the previous studies that have been collected in the table, many of them discuss the use of euphemisms in what is shown to the public in relation to digital media as the ingredients. As in the second research discussing the euphemisms used in delivering CNN news on television, the third research discussing how to deliver laxative advertisements effectively and be accepted by the public and the fourth research regarding Lambe Turah social media accounts which cover the personal lives of celebrities by focusing on captions that made as best as possible so it will not generate hate speech. However, none of the five studies brought a YouTube podcast as the object. Research on the object in this study will discuss a podcast. According to the Oxford Dictionary, a podcast is a digital audio file available on the internet that can be downloaded to a mobile device or computer. However, now the concept of a podcast is not always in the form of audio-only but we can find it in the form of videos spread on YouTube as the object of this research.

To conclude, the previous studies above have different forms of data and theory depending on what point of view is being studied. In this study, the theory highlighted is the pragmatic aspect to understand the context of speech in someone's speech that contains euphemisms in it. The analysis in this study looks for the

identified types and functions into euphemisms from a pragmatic point of view. What distinguishes this research from previous research is the theory used and the findings produced. The emphasis of this pragmatic approach focuses on the contextual meaning that occurs in utterances and is analyzed through what is said by paying attention to the surrounding contextual structure. The findings obtained are not only informational, but the benefits created in this condition are the way we understand the context will make our cognitive abilities develop to be more sensitive and able to understand the meaning of expressions classified as euphemisms.

2.2 Pragmatics

Pragmatics is the study of language in which context is necessary for comprehension. When we talk to other people, we have the capacity to produce sounds that signify certain meanings. Both speakers and listeners must understand what they say and hear (Kuswoyo, 2014). Based on that quote, what we need to recognize is the context because the speaker's utterances cannot always be interpreted literally, therefore in certain extent there is research related to speaker's competence (Suprayogi et al, 2021), because the message conveyed by the speaker is closely related to the speaker's competence in terms of ability and understanding related to context. Context plays an important role in determining the speaker's intent when interacting with the interlocutor. Yule (1996) stated this type of study necessitates the interpretation of what people intend in a given context and the influence of context on what is said. It requires contemplation of how speakers organize what they wish to say based on who they are speaking to, where, when,

and under what conditions. The study of contextual significance is referred to as pragmatics.

Pragmatics is the study of how context influences our interpretation of sentences. This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. It might say that it is the investigation of invisible meaning. pragmatics is the study of how more gets communicated than is said. Yule (2006) investigates pragmatics from four perspective. First, pragmatics is the study of the speakers' intentions. The second component of pragmatics is the investigation of contextual significance. Third, pragmatics is the study of communicating beyond what is stated. The fourth aspect of pragmatics is the study of remote expressions.

In communication, the speaker strives to make their discourse pertinent to the context, clear and straightforward to comprehend, solid, brief, and always on topic. Communication is considered something crucial in creating good relations between one person and another. Moreover, good communication supports the language used in everyday life to acquire and shape social life and the world (Puspita & Pranoto, 2021). Accuracy regarding aspects of communication in language is also required. Therefore, the diction in every spoken word must be carefully thought out in order to be able to respect each other and to create good and effective communication by upholding the norms of politeness. In addition, this aspect of politeness is in line with the use other aspects of language such as humor and so on

for a particular purpose, because it can escalate the atmosphere into a relaxing, comforting, and tension-reducing setting (Pranoto and Suprayogi, 2020).

Politeness is something that everyone wants to get to be able to respect each other regardless of whether someone is close or not. Basically, it was taught from an early age by our parents to respect other people, especially those who are older and teachings to stay guided by ethics. This generally comes from hereditary culture and is passed down from our parents to us as children. However, actually according to Leech (2014) in his book "The Pragmatics of Politeness" suggests that politeness is not mandatory. People can be impolite: they usually will not behave politely unless there is a reason to be polite. In this case, it can be concluded that politeness is basically applied based on teachings obtained from the environment, either from parents, friends or from schools that can be applied in everyday life and used as a guide for life.

Politeness that occurs can be in the form of actions and the way a person communicates. In addition, attention to speech act supports good communication, so the existence of politeness can be understood. The use of certain speech acts, such as politeness and euphemism by speakers, makes speech acts considered as basic analysis in pragmatics studies (Sari and Pranoto, 2021). Therefore, the highlight in this study is how to communicate in a polite way by avoiding conflicts due to what someone says.

Politeness in language must be studied because language activities are inseparable from human existence. Politeness is a term associated with "respect," "good attitude," and "proper behaviour." In general, the issue of language etiquette is closely related to that of maintaining self-respect. (Gunawan, 2013). There is a strong connection between pragmatics and politeness theory. According to Brown and Levinson (1987), politeness is a fundamental concept in pragmatics since it permeates all social circumstances in which language is used. The goal of Brown and Levinson's politeness theory is to clarify how politeness is used to maintain both a speaker's and an interlocutor's favourable and unfavorable reputation.

People typically conduct themselves in everyday interactions because they are concerned with their public image. According to Brown and Levinson (1987), the pragmatic courtesy act of maintaining face includes both actions that jeopardize face and actions that save face. According to the theory of politeness, a face has two interrelated components: a positive face and a negative face. A positive face is simply defined as "self-image," whereas a negative face is a desire for independence. This face-threatening act (FTA) necessitates a strategy of politeness.

This implies that an understanding of politeness strategies is necessary for the success and continuation of one's communication. As stated by Marpaung (2006: 68) that communication is a keyword and an important action in forming, maintaining, and improving the quality of human relations. The nature that regulates politeness in language is related to its use which should not be careless, but must be in good and acceptable language so it will not to offend, trigger and

create conflicts between individuals and even groups. This is in accordance with the relationship between politeness and euphemism in which euphemism wants the same thing, namely good communication without causing anger and unpleasant feelings from the other person.

2.3 Euphemism

Allan and Burridge (1991) stated that euphemisms are alternative expressions of disliked expressions. Euphemism is a polite way of replacing an inappropriate or offensive word with a more polite word. Folk belief has it that what we are calling 'dispreferred expressions' typically denote taboo topics. In its original conception, (the word taboo was borrowed from Tongan, an Austronesian language) taboo is prohibited behaviour. It was prohibited because it was believed to be dangerous to certain individuals, or to society as a whole. Social taboo is interpreted as something that is deemed inappropriate in society. It relates to the norms of decency that apply on the basis of culture and ethics. For instance, "underprivileged" sounds much better than "poor and needy", so does "senior citizens" rather than "old people". Through these examples it can be seen that words that are considered taboo in society can be corrected using better terms. Euphemisms are marked by avoidant language and evasive terms. In other words, the speaker utilizes the words as a defense mechanism from the wrath or disapproval of other living things, whether they be human or supernatural. The depiction of the statement above is illustrated in the chart that was coined by (Crespo-Fernandez, 2005: 84) regarding the reflexivity between politeness, euphemism and face below.

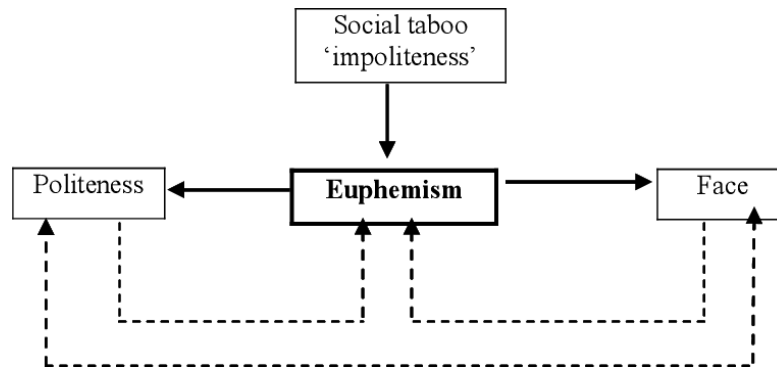


Figure 1:
The reflexivity between politeness, euphemism and face (Crespo-Fernandez, 2005: 84).

In this explanation, it can be reflected that social taboos in society if spoken and carried out will give birth to something impolite. Living in a society and culture cannot do anything reckless because all have ethics and courtesy, especially in terms of speaking or communicating. Our attitude in communicating must use language that is accepted in society and it is hoped that it will not provoke a murky atmosphere. Therefore, the theory of euphemism is here to provide a solution for good communication between individuals and society. This is well traced to improve the quality of communication so it will not to cause bad conditions because the key to a relationship is communication.

Besides that, euphemisms are believed to bring politeness which justifies the concept of the euphemism itself which wants an expression to be conveyed properly without destroying the atmosphere. This does not only maintain relations between individuals and society but using euphemisms can be used to protect the face from things that can embarrass oneself or even other people. It conforms to the concept of the applicable FTA.

The definition presented by Allan and Burridge relates to the concept of politeness theory. Brown and Levinson (1987) define politeness as a ubiquitous phenomenon in the use of language in social circumstances, making it a fundamental concept in pragmatics. The hypothesis developed by Brown and Levinson (1987) and linked to the idea of saving face is often regarded as the most influential approach to politeness. Face-Saving Theory (FST), maintaining and preserving the face is crucial in interpersonal communication. There are both positive and negative aspects. Positive faces tend to gain the favor of others, whereas negative faces prevent interference Brown and Levinson (1987). As a substitute for severe and direct language, euphemism is an ideal means of preventing the deterioration of interpersonal relationships and achieving the goal of improved communication in social interaction. It is the manner in which euphemism employs a substitute word to conceal the objectionable meaning in order to prevent the communication from evoking any negative emotions.

According to Allan and Burridge (1991) states to divide euphemisms into several types. The types of euphemisms include figures, metaphors, flippancy, remodeling, circumlocution, clipping, acronym, abbreviation, omission, one for one substitution, general for specific, part for whole, hyperbole, understatement, borrowing, technical jargon and colloquial. Additionally, each type includes several forms of fractions, namely:

2.3.1 Figurative language

1. Metaphors

A metaphor is a common literary device used to describe a person or entity by comparing it to something deemed to possess similar qualities.

Example: *The cavalry's come* means *I've got my period*.

Go to the happy hunting grounds means *die*.

2. Personification

Personification is a figurative language style that transforms inanimate objects as if they have characteristics or behave like humans.

Example: *These trees danced in the wind*.

3. Idiom

An idiom is a commonly used expression that has a meaning different from its literal meaning. This idiom cannot be written from the meaning of each word.

Example: *Kill two birds with one stone*.

It cannot be interpreted literally because it will not find the point.

Birds don't really get thrown by stones but the real meaning is someone is completing two tasks at once.

4. Simile

A simile is a comparison of two dissimilar objects using "as," "like," or "than." Often used to emphasize a characteristic of one of the items, similes

rely on the comparison and the audience's ability to make connections, draw inferences, and recognize the one similarity between the two objects being discussed.

Example: *My mother is as busy as a bee*

2.3.2 Flippancy

Flippancy is a way to express something with a meaning that is beyond the statement.

Example: *Kick the bucket* means *die*.

2.3.3 Remodeling

Remodeling is believed to change a word order that is almost similar to its original form to avoid being blunt with referring to the same meaning.

Example: *Dang* means *damn*.

2.3.4 Circumlocution

Circumlocution is used to make a word or phrase longer than its original form.

Example: *I want to go to little girl's room* refer to *toilet*

2.3.5 Clipping

Clipping is used to trim a word. This shortening can be done by cutting the front or back of the word.

Example: *Jeeze* for *Jesus*

2.3.6 Acronym

An acronym is a type of abbreviation that forms a word. Usually, this is done with some words where only the first letter is taken. Acronyms are pronounced like regular words, not letter by letter.

Example: *SNAFU* for *situation normal, all fucked up*

2.3.7 Abbreviation

Abbreviation is a shortening of several words intended to abbreviate. This abbreviated word is pronounced letter by letter.

Example: S.O.B. for *son-of-a-bitch*

2.3.8 Omission

Omission is used to remove some words in order to give a smaller portion of what should have been said.

1. Quasi-omissions

This type of omission focuses on deleted letters and is retained by some non-lexical expressions.

Example: *f**** to mention *fuck*

2. Full-omissions

In this type the omission of some words is done and is more concise to mention it.

Example: *I need to go* which refer to *I need to go to the lavatory*

2.3.9 One for one substitution

The use of this type is in the form of one word being replaced with one other word, therefore the name is one for one substitution.

Example: *Underclothes* substitute into *Breeches*

2.3.10 General for specific

General for specific is used for general words that can be used to refer to specific things.

Example: *Go to bed* which means *fuck*

2.3.11 Part for whole

The use of part of whole brings specific things to be said in general.

Example: *Postnasal drip running eyes* which means *I have a fever*.

2.3.12 Understatement

Understatement is style of language to convey something that seems less important than it really is. Usually, this figure of speech can give a more "trivial" impression of something.

Example: *What he did was slightly illegal* (said about someone who stole a car).

2.3.13 Hyperbole

Hyperbole is defined as an expression that is exaggerated (Allan & Burridge 1991). The untrue statements in hyperbole are used to emphasize the significance and level of the topic under discussion.

Example: *Flight to glory* which refers to *death*.

2.3.14 Borrowing

Borrowing that occurs can come from abroad or other countries. The use of terms from other countries is considered to reduce the offensive of the community.

Example: The word *masseuse* coming from French which means *whore*

2.3.15 Jargon

This type indicates if the term created is used in a particular group. its use is limited and usually only people in a community can understand it. For instance, in business, medical, and other community.

Example: *Straw man* - a "straw man" is typically used to characterize a person who lacks integrity or substance (Business Jargon).

2.3.16 Colloquial

Colloquial is casual language that is used in everyday life.

Example: *There's more than one way to skin a cat* which means one would find it cruel and dishonorable to skin a cat. However, this expression is

casual language referring to the advice that there is more than one way to achieve one's goal.

2.4 Functions of Euphemism

Journal entitled “*Euphemism and Language Change: The Sixth and Seventh Ages*”, Burridge (2012) divides euphemism into six distinct functions.

2.4.1 The Protective Euphemism

Euphemisms are characterized by avoidance language and evasive expression. Protective euphemisms are used when faced with the difficult problem of how to discuss things that cannot be said openly to protect it.

Example: The word *glow* is a euphemism for *sweat*, as evidenced by the old Queen Victoria proverb “*Horses sweat, men perspire, and women glow.*” (Rawson, 123). It is inappropriate to use the term *sweat* to refer to a woman's physiological effluvia, as it may be associated with something unpleasant. In this case, an atmosphere is created that protects words that should not be spoken and analogizes them with other terms as a form of protection.

2.4.2 The Underhand Euphemism

Here euphemism is used, not so much to conceal offense but to deliberately disguise a topic and to deceive. This function permits the use of a taboo word in certain contexts. However, when this function is employed, we do

not use the direct term but rather the alternative term so as to conceal the topic from the listener.

Example: The term *candy stick* refers to *marijuana cigarettes laced with cocaine powder*. The use of the term in the example represents something that is hidden or disguised by using another term to deceive.

2.4.3 The Uplifting Euphemism

This function used to elevate a phrase so that it has a more positive connotation when spoken. The only reason would be to elevate the speaker's dignity and prestige when they use the euphemistic term in their speech.

Example: The term *accommodation of stationary vehicles* is preferred over *parking places*. Uplifting is used to increase dignity in mentioning something which can be seen in the term in the example when we want to mention the term *parking place* we can say *accommodation of stationary vehicles*. How does one call something in more fancy terms.

2.4.4 The Provocative Euphemism

Removing the stigma associated with social stereotyping by inspiring the audience to question the preconceptions ingrained in the language and to think critically about the message's core points. (Allan and Burrige, 2006).

Example: The word *death* is often taboo because it evokes sad memories, but by employing euphemisms, we can give the word *death* a new

meaning as *a journey to a better location*. By using a better word to describe something due to unfavourable conditions or not being able to say it carelessly, the term used to refer to *death* becomes *a journey to a better location*. This is intended to avoid the negative stigma that arises from people who are in mourning.

2.4.5 The Cohesive Euphemism

Cohesive euphemisms must be used in context and are frequently designed specifically for certain groups or fields.

Example: The word *symposium* which means a meeting with several speakers who give short speeches on a certain topic. However, the term *symposium* for some organizations refers to a gathering for the express purpose of consuming alcohol, which is commonly connected with wine tastings ("17 of the Finest Words for Drinking," 2022). It shows that it depends on where we come from. Some people use the term by interpreting it semantically and some other organizations have other meanings regarding a mention. In this case, some mentions are made specifically to describe something and only people in the organization know the meaning or only people who are notified.

2.4.6 The Ludic Euphemism

Ludic euphemisms are created largely to amuse. Ludic euphemisms form a part of our everyday verbal play and, as Allan (this volume) shows, the

manipulation of language that speakers display is remarkably inventive at times (Burridge, 2012, p. 71).

Example: The term *White Christmas* for cocaine because of the white substance's resemblance to snow. It is meant to generate a hilarious paraphrase rather than hide the truth or present it in a more positive light.