EUPHEMISMS USED IN DEATH NEWS ON THREE DIFFERENT ONLINE NEWSPAPERS: A STUDY OF SOCIOLINGUISTICS

THESIS

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ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
2015

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THESIS

A Thesis Presented to the English Department, Faculty of Letters, Jember
University as One of the Requirements to Get the Award of
the Sarjana Sastra Degree in English Studies

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DEDICATION

This thesis is gratefully dedicated to:

1. My beloved parents, Musleh Qulyubi and Siti Wahidah, thank you for the prayers, supports and love you gave to me;

2. My beloved brothers, Muhammad Zulkarnain and Muhammad Ubaidillah. Thanks for your attentions and supports;

3. All of my teachers and lecturers, for the valuable knowledge, experiences and supports;

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5. My Alma Mater and people around me who always support me to complete this thesis.

A thousand thanks for you.

MOTTO

Great works are performed not by strength, but perseverance.

(Dr. Samuel Johnson)[*]

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[*] Thomas J. Vilord. 2002. *1001 Motivational Quotes for Success Great Quotes from Great Minds.* New Jersey: Garden State Publishing.

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DECLARATION

I hereby state that the thesis entitled *Euphemisms Used in Death News on Three Different Online Newspapers: A Study of Sociolinguistics* is an original piece of writing. I certify that the analysis and the research described in this thesis have not already been submitted for any other degree or any publications. I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember,   December 2015
The writer,

A. Alfian Ruslana
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APPROVAL SHEET

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Jember, December 2015   A. Alfian Ruslana

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SUMMARY

Euphemisms Used in Death News on Three Different Online Newspapers: A Study of Sociolinguistics; A. Alfian Ruslana, 090110101078; 2015; 54 pages; English Department, Faculty of Letters; Jember University.

The aims of this research are to find euphemistic expressions in death news of three online newspapers (The Jakarta Post, The New York Times and The Guardian); then, the finding of euphemistic expressions will be categorized according to their types. Furthermore, euphemistic expressions will be counted to find the dominant use of them on the three online newspapers. After that, this research discusses more about the motives of using euphemism on death articles which have effect to the readers of the newspapers.

The data in this research are words, phrases, or sentences on the death news that belong to euphemism. The theory of euphemism (Allan and Burridge, 1991, 2006) is applied to discover its types on death news of the three online newspapers. The theory of fear-based taboo (Allan and Burridge, 1991, 2006) is used to make a categorization of fears of euphemistic expressions on death news of the three online newspapers. The writer also applies some components of SPEAKING mnemonic (Dell Hymes, 1974) to make more description and interpretation of the data. This study employs qualitative research to describe and to interpret the euphemistic expressions on death news of the three online newspapers.

The results of this research are: 1). The types of euphemisms which are used in the three online newspapers were metaphor, hyperbole, one-for-one substitution and understatement. 2). The Guardian online newspaper uses euphemistic expressions more than the two online newspapers with 50% data of the whole finding, while the Jakarta Post and the New York Times only have 35.7% and 14.3% respectively. 3). The motives of using euphemisms are varied.

Some writers of the Jakarta Post, the New York Times and the Guardian use euphemistic expressions in order not to offend and also to upgrade the addressee.

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THE LIST OF ABBREVIATION

Met   = *Metaphor*

Rhym   = *Rhyming Slang*

Rem   = *Remodelling*

Cir   = *Circumlocution*

Clip   = *Clipping*

Ac   = *Acronym*

Ab   = *Abbreviation*

Om   = *Omission*

One   = *One-for-one substitution*

Hyp   = *Hyperbole*

Und   = *Understatement*

Bor   = *Borrowing*

CHAPTER 1. INTRODUCTION

This chapter is very necessary in this thesis, because by knowing this part the readers find it easy to comprehend the main discussion of the whole thesis. This chapter provides the general idea of the content of this thesis. The main topic of this study is going to be analyzed briefly. The introduction of this thesis contains seven sub chapters: the background of study, the research topic, research problems, research questions, the goals of the study, the scope of the study and the organization of the study. The explanation of each point will be discussed in the following sub chapters.

1.1 The Background of the Study

People use language selectively and carefully in spoken or written form. Certain words or expressions are used to avoid offending other people. This is because they have reasons of choosing those words or expressions to avoid problems with other people. Being scolded, mocked, even hated are things that are unwanted in someone's life. Each individual, community, group, and even people in a country or a nation has their own style in using language. For example, Indonesian words like *'pelacur'*, *'kupu-kupu malam', 'ayam kampus', 'PSK'* and *'tuna-susila'* have the same meaning one another. But they have different connotation. When talking about taboo topic of sex, college students tend to use '*ayam kampus'* instead of '*PSK', 'pelacur'* or the like. Meanwhile, in the scope of newspapers, the use of word *'PSK'* more frequently found. The different use of these words is influenced by many factors, including the influence of the social environment of the speakers. Therefore, it can be concluded that every community has their own distinctive characteristics that distinguish them toward other communities.

The phenomenon above can be found in English. For example, there are some words referring to the word *'toilet'*. American English has two words that refer to the word *'toilet'* namely *'bathroom'* and *'restroom'*. While British and Australian English tend to use the word *'loo'* in spoken English. In their use, those words have different connotations one another. The word *'toilet'* is a common word that is already known by people. This word means a bowl-shaped device with a seat which you sit on or stand near when emptying the body of urine or solid waste, or another device used for this purpose (*Cambridge Advanced Learner's Dictionary 3rd Edition*). The word *'bathroom'*, *'restroom'* and *'loo'* have the same meaning as toilet, but these words have more positive connotation than the word *'toilet'*. As a result, the word *'toilet'* and *'restroom'* or *'loo'* respectively are orthophemism (straight talking) and euphemism (sweet talking) (Allan and Burridge, 2006: 1).

From the two kinds of language above, euphemism is selected to be discussed in this study because it relates to taboo topics. According to Allan and Burridge (2006:1), taboos include death, the organs and acts of sex and so forth. From these taboos, death is the most sensitive and fearful subject people try to avoid mentioning. Therefore, I want to analyze euphemism relates to death on three different online newspapers. There are so many kinds of online newspapers in the world, such as *The Jakarta Post, The Washington Post, BBC news, The Guardian, The New York Times, Al Jazeera*, etc. Furthermore, those newspapers presumably use euphemism in their articles. The online newspapers that I choose are *The Jakarta Post*, *The New York Times* and *The Guardian*. The reason in choosing *The New York Times* and *The Guardian* is that both online newspapers are two of the famous newspapers in the world and their own countries. *The New York Times* represents the United States and *The Guardian* for the United Kingdom. The reason in choosing *The Jakarta Post* as the object of this study is that this newspaper is a popular and an English-language newspaper in Indonesia. These three online newspapers are selected because each of them is from three different communities: Indonesia, USA and UK. Therefore, by analyzing these

newspapers, I want to know the types of euphemism of death that are mostly used in those newspapers.

I also want to know the most dominant use of euphemism from the three online newspapers. The most important things that I want to know is the reasons behind the use of euphemistic expressions on the three online newspapers.

1.2 Research Topic

The topic of this research is Sociolinguistic. Sociolinguistic approach is used because this research deals with speech communities as reflected in three different online newspapers namely *The Jakarta Post* (Indonesian newspaper), *The New York Times* (American newspaper) and *The Guardian* (British newspaper); the three newspapers have different writers who work in different institutions. Therefore, I use theory of speech communities proposed by Labov (1972) and Wardhaugh (2006) to strengthen that this research has relation to Sociolinguistic. The theory of euphemism proposed by Allan and Burridge (1991, 2006) is used to find out the types of euphemisms in the three online newspapers that focus on death. In interpreting the data analysis, I use Dell Hymes's theory of SPEAKING mnemonic to make more descriptions about why the writers of the three online newspapers use certain expressions in writing death news. I only use some components of SPEAKING which related to the discussion of this thesis.

1.3 Research Problems

Euphemism is a language phenomenon that relate to taboo topics. It has types in its use. It is used not only in spoken but also in written language. One of the medium of written language is online newspaper. One online newspaper has different ways, norms and rules in reporting one topic of news. The writers of an online newspaper are influenced by certain motives to use euphemistic expressions in their writing. There are many euphemistic expressions used by the writers of the three online newspapers that have been found in the selected articles of death news. This research is conducted to find out types of euphemisms; which

newspaper that uses death-related euphemism more than the others; and what lies behind the use of death-related euphemisms in the three online newspapers.

1.4 Research Questions

The problems that will be discussed in this thesis are formulated into three questions:

1. What types of euphemisms are used on death articles of the three online newspapers?
2. Which one of the three online newspapers that uses death-related euphemism more than the others?
3. What lies behind the use of death-related euphemism in the three online newspapers?

1.5 The Goals of the Study

There are some purposes of this research that should be achieved.

1. To discover types of euphemisms on death articles of the three online newspapers.
2. To know which newspaper that uses death-related euphemism more than the others.
3. To know what lies behind the use of death-related euphemisms in the three online newspapers.

1.6 The Scope of the Study

This thesis takes euphemistic expressions from the selected articles of the three different online newspapers as the data to be analyzed. The selected articles only focus on death topic. This analysis is principally related to the field of Pragmatic, but in this thesis I use Sociolinguistics approach in relation to death-related euphemism in three communities as reflected in the three different online newspapers.

1.7 Organization of the Study

This thesis is organized into five chapters. They are introduction, literature review, research methodology, result and discussion, and conclusion. The first chapter deals with the introductory knowledge for the readers to understand the main points related to euphemism of the selected articles of the the three different online newspapers. This chapter expounds the background of the study, research topic, research problems, research questions, goal of the study, scope of the study and organization of the study.

The second chapter is literature review. The literature review consists of two major framework – previous researches and theoretical framework. The previous researches included in this thesis are to enlarge readings and to differentiate the gaps between this research and the former researches related to Sociolinguistic analysis of euphemism. Furthermore, the theoretical framework contains definition of Sociolinguistics, definition of speech communities, definition of euphemism and its types, taboo and SPEAKING mnemonic. The third chapter provides the research design and methodology of a qualitative research that this thesis used. The fourth chapter elaborates the result and discussion of euphemisms that are found in the selected articles of the newspapers. The last, the fifth chapter gives conclusion of the discussion.

CHAPTER 2. LITERATURE REVIEW

This chapter consists of two sub chapters: previous researches and theoretical framework. The previous researches tell the readers about the former researches that are related to this thesis. Furthermore, the theoretical framework provides the theories that are used in this thesis: Sociolinguistics, speech communities, euphemism, taboo and SPEAKING mnemonic.

2.1 Previous Researches

There are three previous researches which contribute to the composing of this thesis. They correlate to the euphemism topic by using Sociolinguistics and Pragmatics approaches. The first research is conducted by Pujaningrat (2011) in his thesis entitled "An Analysis of Euphemism in Rubric *World* of the Jakarta Post of December 2010 Edition". The second is a journal done by Gomaa and Shi (2012) with the title "Soft-boiled Speech: A Contrastive Analysis of Death Euphemisms in Egyptian Arabic and Chinese". The last is also a journal done by Mugair (2014) with the title "A Comparative Study of Euphemism and Dysphemism in English and Arabic with Special Reference to Political Discourse".

Pujaningrat concerns the thesis with linguistics study that is the role of euphemism in the rubric *World* of The Jakarta Post of November 2010 edition. The objectives of this research are to determine what types of euphemisms used by the articles' writers and to find the meaning of euphemism words or phrases used in the articles of rubric *World*. In his research, he uses qualitative descriptive method to answer all compiled data by described the discussion without using any numerical system. He employs himself to collect the data; by reading the article, marking euphemism words and phrases, classifying, selecting and analyzing them

based on the theory of euphemism proposed by Allan and Burridge and the theory of meaning by Palmer.

The research of Pujaningrat discovers four types of euphemisms found on the collected data. They are circumlocutions, understatements, part-for-whole-euphemism, and hyperboles; the type of euphemism mostly used on the collected data is circumlocution euphemism; the meaning of the euphemism words and phrases vary depending on the concept of the euphemism ones based on Palmer's theory of meaning (1977).

The differences between this research and Pujaningrat's research are in terms of object of the research. Pujaningrat's research uses articles from printed newspaper of The Jakarta Post that focus on rubric *World*. On the other hand, this research uses articles from three online newspapers namely *The Jakarta Post*, *The New York Times* and *The Guardian* as the object of the research. Unlike Pujaningrat's research, this research only focuses on death articles from those newspapers to be compared. Pujaningrat uses euphemism theory proposed by Allan and Burridge to find the types of euphemism and Palmer theory of meaning to know the meaning of euphemisms. In this research, Allan and Burridge theory is also used to find types of euphemism on the selected articles of the three online newspapers. The theory of fear-based taboo by Allan and Burridge is used to make a categorization of fears of euphemistic expressions found on death news of the three online newspapers. This research applies the theory of SPEAKING mnemonic (Dell Hymes, 1974) to get interpretation regarding the reason of using euphemism in those newspapers.

The second research is a journal done by Gomaa and Shi (2012). They apply Sociolinguistics approach in their research. Contrastive study is conducted by them to investigate the euphemistic language of death in Egyptian Arabic and Chinese. Their aims of conducting the research are: (1) Euphemisms that are used in EA and Chinese to replace the taboo topic of death. (2) Death-related euphemisms that are more frequently used and those that are less frequently used in both EA and Chinese. (3) Death-related euphemisms that are mostly used by males and those that are mostly used by females. They seek to examine those

three hypotheses in their research. The researchers adopt an interviewing method and a questionnaire to gather sufficient and relevant data. The researchers interview some Egyptians and Chinese of different social and economic backgrounds, ages, genders, and educational levels to discuss with them the euphemistic expressions they usually and frequently use to substitute the taboo topic of death. The questionnaire is divided into two parts. The first part, informants are asked to provide some demographic information relating to gender and their educational level. The second part listed the euphemized expressions of death. The informants are asked to identify the euphemized expressions they use to refer to the taboo topic of death by putting a tick opposite to it. The questionnaire is given to forty adults, twenty males and twenty females.

The finding of Gomaa and Shi research prove that EA and Chinese have more similarities and fewer distinctions about death-related euphemism. This shows that euphemism is a universal phenomenon in natural languages and it is expected that most of the resemblances and differences between EA and Chinese may possibly be found among other languages.

The similarity between this research and the research by Gomaa and Shi is in terms of scope of study. Sociolinguistics are applied in these two researches. The two researches use contrastive analysis to compare some objects of the study. Gomaa and Shi compare the use of euphemism used by selected people of Egyptian Arabic and Chinese to talk about death. Nevertheless, this research compares the use of euphemism on death articles of the three different newspapers.

The last research is a journal carried out by Mugair (2014). The aim of his research is to analyze euphemisms in English and Arabic which focus on political euphemism. The study begins by listing the ways of forming euphemism in both English and Arabic. Mugair's research applies Socio-pragmatic approach. The discussion of this research summarizes three features which distinguish political euphemism from other. Then, it discusses pragmatically how political euphemism violates all the maxims of Grice's cooperative principle. The discussion of

dysphemism is explained briefly and in which way its formation process is similar and different from that of euphemism.

The findings of his research show that both languages English and Arabic couch euphemism mainly in three figures of speech: metonymy, synecdoche and circumlocution and both languages borrow from other languages as a euphemism process.

There are some differences between Mugair research and this research. First, both researches are different in term of the domain in conducting research. Mugair uses political euphemism to be analyzed. On the other hand, this research employs death-related euphemism to be studied. Second, the research by Mugair uses Socio-pragmatic approach in analyzing the data in form of a written text of some speeches of Obama, Bush and so forth. But this research uses Sociolinguistic approach in the context of writers in form of a written text in three online newspapers. Third, Mugair's research using several theories those are relevant to the discussion of euphemism. The main theory is used to analyze the data is from Allan and Burridge and Grice theory while this research uses the theory of Allan and Burridge, Wardhaugh, Labov and Hymes. The last, Mugair's research tries to show some words, phrases and sentences which are parts of euphemism or dysphemism. Unlike Mugair's research, this research tries to show types of euphemisms in the three different online newspapers that focus on death news. This research also attempts to know the purposes of using euphemism on death article.

Therefore, this research is conducted to take some gaps of those researches. In short, this study aims to find out types of death-related euphemisms as well as to know what lies behind their use in the three online newspapers.

2.2 Theoretical Framework

2.2.1 Definition of Sociolinguistics

There are various definitions of Sociolinguistics expressed by some linguists. Aslinda and Shafyahna (2007: 26) state that, "Sociolinguistics is inter-discipline study that studies language inside the society". Chaer and Agustina (2004:2) define, "Sociolinguistics as the study of inter-discipline that studies language in correlation with its language users in the society". Furthermore, the foreign linguists define Sociolinguistics as Gumperz in Wardhaugh (2006:11) states, "Sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur". Chambers (2002:3) gives direct definition of Sociolinguistics. He says,

> "Sociolinguistics is the study of the social uses of language, and the most productive studies in the four decades of sociolinguistic research have emanated from determining the social evaluation of linguistic variants. These are also the areas most susceptible to scientific methods such as hypothesis-formation, logical inference, and statistical testing".

Other linguists have their own views on the definition of Sociolinguistics. In this case, Hudson in Wardhaugh (2006:13) defines Sociolinguistics as "the study of language in relation to society". In other words, Sociolinguistics concerns with study of language and society in order to find out what kind of thing language is. Downes has voices a similar view as Chambers's definition on Sociolinguistics. According to Downes in Wardhaugh (2006:15), Sociolinguistics is that branch of linguistics which studies just those properties of language and languages which require reference to social, including contextual, factors in their explanation. Wardhaugh expresses his view on Sociolinguistics:

> "… sociolinguistics is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication …." (Wardhaugh, 2006:13).

He further states the definition of Sociolinguistics dealing with groups:

> "Sociolinguistics is the study of language use within or among groups of speakers. ... For our purposes, a group must have at least two members but there is really no upper limit to group membership. People can group together for one or more reasons: social, religious, political, cultural, familial, vocational, avocational, etc" (Wardhaugh, 2006:119).

Based on the above statement, it can be concluded that Sociolinguistics is closely related to speakers of a group. A group must have at least two members, and the rest is not limited. People group together in a particular group for some reasons such as occupation, social, religious, political, cultural, familial, etc. A group who forms a community such as a village, a region, a nation, and who have at least one speech variety in common is called *speech community* (Richards and Schmidt, 2002:500).

2.2.2 Definition of Speech Communities

According to Wardhaugh (2006:120), the kind of group that Sociolinguists have generally attempted to study is called the *speech community*. One of the earliest definitions of a speech community in modern-day Sociolinguistics was Labov's (1972). He defines speech communities as follows:

> "The speech community is not defined by any marked agreement in the use of language elements, so much as by participation in a set of shared norms; these norms may be observed in overt types of evaluative behaviour, and by the uniformity of abstract patterns of variation which are invariant in respect to particular levels of usage" (Labov, 1972:120).

Wardhaugh (2006:119) states, "a speech community is no more than some kind of social group whose speech characteristics are of interest and can be described in a coherent manner". Therefore, it can be concluded that the reasons in using this theory is to link the three agencies of newspapers. The three agencies have groups of people that have ways, rules and norms related to the use of language that should be obeyed. Here are the profiles of the three newspapers.

The Jakarta Post is a daily English language newspaper in Indonesia. The paper is owned by PT Bina Media Tenggara, and the head office is in the nation's capital, Jakarta. The Jakarta Post was started as a collaboration between four

Indonesian media under the urging of Information Minister Ali Murtopo and politician Jusuf Wanandi. After the first issue was printed on 25 April 1983, it spent several years with minimal advertisements and increasing circulation. After a change in chief editors in 1991, it began to take a more vocal pro-democracy point of view. The paper was one of the few Indonesian English-language dailies to survive the 1997 Asian financial crisis and currently has a circulation of about 40,000. The Jakarta Post also features both a Sunday and Online edition, which go into detail not possible in the daily print edition. It is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased. Noted for being a training ground for local and international reporters, The Jakarta Post has won several awards and been described as being "Indonesia's leading English-language daily". The Jakarta Post is a member of Asia News Network.

The New York Times Company, incorporated on August 26, 1896, is a media organization focused on creating, collecting and distributing news and information. The Company includes newspapers, digital businesses and investments in paper mills. The Company's businesses include The New York Times (The Times); the International New York Times (INYT), the international edition of The Times; its Websites, NYTimes.com and international.nytimes.com, and related businesses, such as The Times news services division, digital archive distribution, conferences business and other products and services. The Times is a daily (Monday to Saturday) and Sunday newspaper, and INYT is a daily newspaper. The Company's content reaches its audience through its print products, online and through other digital media, including smartphone, tablet and e-reader applications.

The Guardian, formerly known as Guardian Unlimited and guardian.co.uk, is a British news and media website owned by the Guardian Media Group. It contains nearly all of the content of the newspapers The Guardian and The Observer, as well as a substantial body of web-only work produced by its own staff, including a rolling news service. As of November 2014, it was the second most popular online newspaper in the UK with over 17 million readers per month;

with over 21 million monthly readers, Mail Online was the most popular. The site is made up of a core news site, plus a network of niche websites covering subjects including media, environment and technology, sport, education and the public sector.

2.2.3 Definition of Euphemism

The word euphemism comes from the Greek *euphemos*, meaning "auspicious or fortune speech". It is derived from the Greek root-words *eu* "good or well" + *pheme* "speech or speaking". The word *eupheme* was originally used in case of a religious word or phrase that should not be spoken loudly. Allan and Burridge (1991:11) say, "a euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offense, that of the audience, or of some third party". According to Linfoot-Ham (2005:228), euphemism is used to protect the speaker or writer, hearer or reader from possible effrontery and offence. This offence may occur when talking about a taboo topic (e.g., religion or death) or by mentioning subject matter to which one party involved may be sensitive (e.g., politics or social issues). In general term, euphemism makes the languages, speech and utterances to be more polite, more beautiful and not taboo. For instance, people use euphemism to cover words such as '*to die*' with '*to pass away*', '*toilet*' with '*restroom*' and '*mortician*' with '*funeral director*'.

According to *Concise Oxford Dictionary* (in Enright, 1985:13), euphemism is a substitution of mild, vague or indirect expression for rude or direct one. While, Matthews (1997:119) states, "euphemism is word, etc. used in place of one avoided as e.g. offensive, indecent or alarming".

In addition, the use of euphemism is motivated by some motives as stated below:

> "… fear and/or distaste—both of which are driven by a desire not to offend; but, as we have seen they are also used to upgrade the denotatum, and even to amuse ... the wish to display in-group identity markers…." (Allan and Burridge, 1991:31).

Allan and Burridge (2006:238) state that the purposes of euphemism are to present words of good omen, to avoid unlucky words in which metaphysical harm may befall either speaker or hearer, and to avert hearer from losing face by offending his/her sensibilities. For instance, euphemism word for sexual intercourse is '*intimacy*', die is '*pass away*', toilet room is '*restroom*' and cancer is '*the big C*'.

2.2.4 The Types of Euphemism

1. Metaphor

Metaphor is a speech meaning that is generally implicit and it replaces literary meaning. For example; *go to the happy hunting grounds* or *kick the bucket* for "die" and *the miraculous pitcher* for "vagina" (Allan and Burridge, 1991:15). I assume that metaphoric euphemism is used to replace words that might be impolite using metaphoric terms as sweetened cover.

Euphemism metaphor is characterized by a term that is replaced with the metaphoric like the explanations above. Euphemism metaphor may also be used for any replaced terms that achieve their effects via association, comparison or resemblance.

2. Rhyming Slang

Allan and Burridge (1991:15) state that rhyming slang is words or terms such as *whistle* (*and flute*) for *suit, groan and grunt* for *cun*t, *hoddy-doddy* for *all arse and nobody*, *twiddle-diddles* for *testicles*, *rantum-scantum* for *copulate*, *juice the sluice* for *masturbate*, and *umpty-poo* for *toilet*.

They then state that it is a form of phrase forming, the form replaces a certain word with phrases consisting of two or three words. Rhyming slang can be assumed as type of euphemism that is similar to slang than euphemism itself, however this slang has rhyme and still in the corridor of euphemism.

The characteristics of rhyming slang are to replace the dispreferred expression by using slang (informal terms) and the replaced expression is rhymed.

3. Remodellings

As in words *sugar*, *shoot*, or *shucks* for *shit*, then *tarnation* for *damnation*, and then *darn*, *dang*, after that *drat* for *damn*, *tidbits* for *titbits*, *cripes* or *crumbs* for *Christ*, and *basket* for *bastard* (Allan and Burridge, 1991:15).

Remodellings usually ends up as one-for-one substitution in which either the onset or rhyme of the dispreferred term is matched with that of semantically unrelated world.

The characteristics of remodellings replace a term with another one which lexically looks like but semantically unrelated.

4. Circumlocutions

It occurs in words such as *little girls' room* for *toilet*, and *categorical inaccuracy* or *terminological inexactitude* for *lie* (Allan and Burridge, 1991:16).

I suppose that circumlocutions are a use of many words in a speech, that commonly consists of metaphor or metonymy and its form looks like idiom or compound sentence.

Circumlocutions euphemism is an extremely popular kind of euphemism used by the media. For instance when in 1985 Australian dollars went down, the economic analysers were talking about it within phrase *"a substantial downside risk potential"*, a recent Australian Broadcasting Commission program on education kept referring to *"those on the lower end of the ability scale"*.

The characteristic of circumlocutions is the replaced terms replaced by the expressions that look like compound words or idiom as the examples above.

5. Clippings

There are two types of clippings. The first one is fore-clipping (something chopped off the front of the word). The second one is end-clipping (something chopped from the end).

These words are examples of clippings. *Underpants* is referred as *pants* it is a fore-clipping and for end-clipping is the word 'Jesus' become *jeeze* (Allan and Burridge, 1991:16-17). I assume that clippings are a euphemism type that is formed by reductions of longer forms, usually removing the end of the word (*ad*

from advertisement), but sometimes the beginning (plane), or both beginning and ending together (flu).

The characteristic of clippings euphemism are to replace the dispreferred expression through the term that is clippings look-like. Clippings are applied by changing the first one or two syllables or the last syllable, as given in the above examples.

6. Acronyms

Acronyms is constructed from the initial letters of phrases. It is pronounced like words rather than a list of letters. Like the words *snafu* for 'situation normal, all fucked up', or *commfu* for 'complete monumental military fuck up' (Allan and Burridge, 1991:17). Acronyms euphemism is used similar to morphologically acronyms formation.

The characteristic of acronyms euphemism is to make a short form of a phrase that is replaced by the euphemism one.

7. Abbreviation

Abbreviation or alphabetism is pronounced like a list of letters. Thus, *S.O.B* /ˈɛs oʊ bi/ is an alphabetism for 'Son-Of-a-Bitch'; *RTFM* is an alphabetism for 'Read The Fucking Manual' (Allan and Burridge, 1991:17). Similar to acronyms, abbreviation is formed by the initial letters of phrases.

The characteristic of abbreviation euphemism is almost similar with the acronyms. The difference is that abbreviation is not pronounced like a word, but it is pronounced like a list of letters.

8. Omission

Omission is divided into:

a) Quasi-Omission

It replaces a non-lexical expression from dispreferred expression to be burbling-like such as *mmm, er-mm,* etc. For instance '*this is a little -mmm- isn't it?*' (Allan and Burridge, 1991:17). Quasi-Omission is a most unique type of

euphemism that uses a non-lexical expression as a replacement of dispreferred expression.

The characteristics of quasi-omission euphemism are to replace the dispreferred expression with the euphemism one that its form is babble and it is used to substitute the undesired one in the sentence as the examples above.

b) Full-Omission

It seems less common than quasi-omission, like phrase *I need to go* that there is missing word of *to the lavatory* (Allan and Burridge, 1991:17).

I suppose that full-omission is a type of euphemism that replaces a term with another more polite one.

The characteristics of full-omission euphemism are less common than the quasi-omission; in the sentence there is a missing word that might be the dispreferred expression. Therefore, this type of euphemism is to disappear the dispreferred itself.

9. One-For-One-Substitution

It is almost similar to synonym and divided into two parts, namely:

a) General-for-Specific

A term that replaces another within the formal language such as *person* for *penis* and *region* for *genitals* (Allan and Burridge, 1991:17).

The characteristic of general-for-specific euphemism is to replace the dispreferred expression by the formal term that might be different semantically and lexically.

b) Part-for-whole-Euphemism

Exists in phrases *spend a penny* for *go to the lavatory*, and *I've got a cough* for replacing term *stuffed up nose, postnasal drip*, and *running eyes* (Allan and Burridge, 1991:18).

The characteristic of one-for-one–substitution euphemism can be supposed as type of euphemism that really replaces a term with another with no bound of lexically and semantically.

10. Hyperboles

Hyperboles or commonly called *overstatements* and even *exaggerate*, can be easily found in euphemism, such as *fight to glory* that means *death*, or *personal assistant to the secretary* (*special activities*) for cook, then *villa in a premier location by the bay* for *dilapidated artisan's cottage*, *five streets away from the bay* (Allan and Burridge, 1991:18).

Hyperboles euphemism, just like hyperboles in figurative speech, emphasizes in terms that are overstatements in replacing a term that might be impolite.

The characteristic of hyperboles euphemism is to replace the dispreferred one with the exaggerated one.

11. Understatements

It is an inverse of hyperboles and it occurs in these examples; *sleep* for *die*, then *deed* for *act of murder, anatomically correct dolls* for *dolls with sexual organs even companion, friend, the guy I'm seeing, and lover and regular sexual partner* (Allan and Burridge, 1991:18).

The characteristics of understatements are to emphasize and negate what the speakers want to say to the hearers, with the result that some expressions will look like more polite than the original one.

12. Euphemism through Borrowing

The use of Latin homonyms provides Standard English with euphemism for bodily effluvia, sex, and the associated acts and bodily organs. The use of *perspire* instead of *sweat*, *expectorate* instead of *spit*, *defecate* and *feces* instead of *shit*, *copulate* instead of *fuck*, *anus* instead of *asshole*, *genitals* or *genitalia* instead of *sex organs*, *vagina* instead of *cunt*, are the examples of euphemism through Latin borrowing. However, Latin is not the only language borrowed by English, the French contributes as well such as *lingerie* for *women's underclothing*, then *masseuse* for *whore*, next *materiel* for *armament*, *sortie* for a *sallying forth by a military unit* (Allan and Burridge, 1991:19).

2.2.5 Taboo

The word *taboo* is derived from Tongan *'tabu'* means inviolable, consecrated, holy or untouchable. It is a language spoken by Polynesians, where sacred or humble things are forbidden to touch or even to talk about. According to Wardhaugh (2000:234) "taboo is the prohibition or avoidance in any society of behavior believed to be harmful to its members in that it would cause them anxiety, embarrassment, or shame", whereas *Oxford Advanced Learner's Dictionary* (eighth edition) (2010) explains it like this:

> "Taboo is a cultural or religious custom that does not allow people to do, use or talk about a particular thing as people find it offensive and embarrassing; taboo word is a word that many people consider offensive or shocking, for example because it refers to sex, the body or people's race".

Bussmann (2006:1173) states that taboo word is a term that is avoided for some reasons such as religious, political or sexual reasons. To break some taboos sometime people use a euphemism, e.g. *rest room* or *bath room* for *toilet*. Allan and Burridge (2006:11) say that, "taboo refers to a proscription of behaviour for a specifiable community of one or more persons, at specifiable time, in specifiable contexts". In short, taboo is a prohibition of behaviour that affects everyday life. While Akmajian (2001:65) mentions that, taboo is something defined by culture, and not by anything inherent in the language. In principle, a language is considered as taboo or not taboo depends on the culture where the language occurred. For instance, Indonesian people especially Javanese societies are careful in mentioning the name of people who passed away because they regard it as taboo if it said directly. So the people use an additional word 'Almarhum or Almarhumah' before the name. The phenomenon like this is not happen in other cultures in the world.

According to Allan and Burridge (2006:1) the subjects of taboo are varied like bodies and their effluvia (sweat, snot, faeces, menstrual fluid, etc); the organs and acts of sex, micturition and defecation; diseases, death and killing (including hunting and fishing); naming, addressing, touching and viewing persons and

sacred beings, objects and places; food gathering, preparation and consumption. From these subjects of taboo, death has become the great taboo subject smothered in prudery. This thesis only focuses on the taboo subject related to death. The taboo of death is based on some fears. There is fear of the loss of loved one; fear of the corruption and disintegration of the body; fear of the very finality of death; fear of what follows the end of life; fear of malevolent spirits, or of the souls of the dead. Allan and Burridge (2006:224) state that within newspaper announcements of death, the euphemisms fall into four broad categories: death as loss, worries about the soul, death as journey, and death as beginning a new life.

1. Death as loss

Allan and Burridge (1991:162), state that the euphemisms of *losing* and *missing* take the point of view of those left alive or by using the metaphor of death as a journey. For example: *Our condolences for your tragic loss*. The particular loss of this expression is carefully unspecified and it is said indirectly. The expressions '*We lost our father last winter'* and *'Our condolences on the loss of your husband'* capture death as malign fate and evoke the misfortunate lack caused by an event over the bereaved has no control. The deceased having been lost, then *missed* by those left alive. As in the death notice that reads: *Nature's gentlemen, sadly missed.*

2. Worries about the soul

Animals and humans' activities are explained by the presence of a soul in the body. According to Allan and Burridge (1991:162), sleep is considered as a euphemism for "death" because sleep and death indicate its absence. In sleep the absence of soul is temporary; but on death the soul leaves the body forever; and a soul without a body must be laid to rest somehow. It becomes distressed and troubles for the living. For example: SCOTT.—Wayne. . . Sleeping peacefully, free from pain.

3. Death as a journey

The concept of death as a journey occurs from a belief that death as the beginning of the soul's journey into afterlife and buried their dead with all sorts of paraphernalia, including sacrificial humans, to help them on the way (Allan and Burridge, 1991:162). So, that is why death is often represented euphemistically as a journey to a better place for the soul of the dead person. The expressions that arise from this notion include *part*, *depart*, *pass*, *pass away*, *pass on*, *pass over* and *arrival at the final resting place.*

4. Death as beginning a new life

Allan and Burridge (1991:163), state that death is seen as beginning a new life arise from the use of euphemistic expressions used by both religious and non-religious when dealing with death. For non-believers, the conventional language is comforting insurance against the possibility that believers have it right and that the soul might continue to live on after the body is consumed in fire or rotted in the ground. While, people of religious conviction, for whom expressions demonstrating belief in a better afterlife. For instance: *Born into eternal life 10 March 1989* (The Age, Melbourne, Sat. 11 March 1989:35).

2.2.6 SPEAKING mnemonic

The following model is used in this thesis to support the analysis of the three speech communities of the three online newspapers. This theory is needed to know the various factors that are involved in expressing a certain expression as a cultural event. Hymes categorizes socio-cultural events into a simple categorization consist in eight categories (1974:54-61). Hymes uses the word SPEAKING as an acronym for his model.

1. S = *Setting and Scene*

Setting refers to the time and place of a speech act and, in general, it refers to the physical circumstances (Hymes, 1974:55). For instance, a conversation in the hall, office room etc. Scene is the "psychological setting" or "cultural

definition" of a scene, including characteristics such as range of formality and sense of play or seriousness (Hymes, 1974:55-56). For instance, a conversation in a meeting room, it is important to use formal language in this place.

2. P = *Participants*

Participants are speaker-audience or speaker-hearer. This area includes the people present and the roles they play, or the relationships they have with other participants. For instance, a conversation between mother and son, the mother and son are the participants.

3. E = *Ends*

Ends are the purposes, goals, and outcomes of speaking (Hymes, 1976:56-57). For instance, a mother tells a story to her son. Perhaps the mother wants her son entertained by telling the story or by another purposes.

4. A = *Act Sequence*

Act sequence is form and order of the event or speech acts include both form and content. That is, any action can be considered a communicative action if it conveys meaning to the participants.

5. K = *Key*

Key is cues that establish the "tone, manner, or spirit" of the speech act (Hymes, 1974:57). How the speech sounds was delivered. For example, when someone is angry, he/she will use louder voice in speaking.

6. I = *Instrumentalities*

Forms and styles of speech (Hymes, 1974:58). The channel through which communication flows can be examined.

7. N = *Norms*

Social rules governing the event and the participants' actions and reaction.

8. G = *Genre*

The kind of speech act or event used by the speaker to the hearer; such as proverbs, apologies, prayers, small talk, problem talk, etc.

CHAPTER 3. RESEARCH METHODOLOGY

This chapter presents the research methodology used to design the research. This chapter provides the following methods such as type of research, research strategy, data collection, data processing, and data analysis. The following discussion explains the research method in detail.

3.1 The Type of Research

The type of research used in this study is qualitative research. Mackey and Gass (2005:162) define qualitative research as a research that is based on descriptive data that does not make (regular) use of statistical procedures. They add that qualitative research is not set up as experiments in which the data cannot be easily quantified and the analysis is interpretative rather than statistical. It means that the research is analyzed interpretatively using the writer's point of view. As a result, the analysis of the study is elaborated in the form of description.

The qualitative research used in this study is to interpret and describe the data relating to the types and also the motives of euphemism.

3.2 The Research Strategy

In this research, I apply a "deskwork strategy" to gain the data. According to Blaxter *et al*. (2006:65), deskwork strategy consists of those research processes which do not necessarily enter to the field. It consists, literally, of those things which can be done while sitting at a desk. These may include, for instance, administration, collection and analysis of postal surveys, the analysis of data collected by others, research using internet, etcetera. Therefore, this research get the required data without going to the field. One of the ways of achieving the information in qualitative technique is by doing observation through the document. The documents are taken from some articles of *The Jakarta Post*, *The*

New York Times and *The Guardian* online newspapers. By accessing their websites, the required data can be collected.

3.3 The Data Collection

The data in this research are collected by using documentary technique. Blaxter *et al*. (1997:187), documentary technique proceeds by abstracting from each document those elements which we consider to be important or relevant by grouping together those findings, or setting on them alongside others which we believe to be linked. Therefore, the data in this research are gathered from three sources. They are *The Jakarta Post*, *The New York Times* and *The Guardian* online newspapers. The editions of these newspapers are not specified, because the data only focus on death news; and they are taken at random without specifying on certain edition. Five articles are selected from each of the three online newspapers. They are downloaded from www.thejakartapost.com/, http://www.nytimes.com/ and www.theguardian.com/. The detail of five articles will be put in the appendices.

This research applies a purposive sampling strategy to collect the data. It means that the research is done by selecting samples in a typical purpose based on the researcher's interest and knowledge of the population to get the data (Mackey & Gass, 2005:122). Therefore, the samples are merely the words, phrases or sentences which are categorized as death expressions. After that, the collected expressions are further completed into the data processing.

3.5 The Data Processing

The data in this research are processed by applying some ways. Blaxter *et al.* (2006:203) conducts the techniques to process data by coding, annotating, labelling, selecting, and summarizing. The first process is coding. It means the process in which items or groups of data are assigned codes. These may be used to simplify and standardize the data for analytical purposes, as when characteristics like sex, marital status or occupation are replaced by numbers (e.g. replacing 'male' by '1', 'female' by '2'). So, the selected words, phrases or sentences in the

articles of these newspapers will be categorized into euphemism concepts to generate the types of them. The second process is annotating. The aim is to give more attention to the sections that are considered to be important for the research. In this research, the significant data are words, phrases and sentences of euphemisms related to death. They then will be underlined to show that they are important parts of this research. The third process is labeling. It is used to label passages or articles with significant words (e.g. 'mother', 'conservative', 'career break', 'introvert') etc. The words, phrases, or sentences are then labeled based on the types of euphemisms. The fourth process is selection. The data are selected into a number of euphemisms. Each number is classified and discussed into the types of euphemisms. The last process is summary. The whole data selections are finally summarized to get the data analysis. The data analysis further elaborates the answers of the research questions and descriptively.

3.5 The Data Analysis

The method of data analysis in this study is descriptive. McMillan (1992:2) states that descriptive method can be considered as the procedure to solve problems of the research by using current facts and phenomena, and this method describes the facts and explains the phenomena. Additionally, descriptive method is used as a method to make description, illustration, or depiction accurately and systematically (Djajasudarma, 1993:8). It is used to apply euphemism theory proposed by Allan and Burridge in the selected articles in the three online newspapers. Other relevant theories are also used to conduct more detail analysis.

The steps of the data analysis are as follow:

1. Categorizing

The data are categorized into types of euphemisms by using some theories proposed by Allan and Burridge (1991, 2006). After that, the data will be presented in form of the table. Then, the data are taken one by one to be explained based on the characteristic of its type. For example: First identified victim of AirAsia crash ***laid to rest*** *in Sidoarjo*. The phrase 'laid to rest' is

euphemism expression because it is more polite than this one 'to inter a corpse'. The type of this euphemism is metaphor euphemism because the meaning of this euphemism type is implicit and it replaces literary meaning.

2. Counting

The data in the three different online newspapers will be calculated to show the dominant use of euphemistic expressions. This phase will answer the question 'which one of the three online newspapers that uses death-related euphemism more than the others?'.

3. Interpreting

The last phase of the analysis is interpreting. It is used to answer the question 'What lies behind the use of death-related euphemism in the three online newspapers?' All of the data in this phase will be explained interpretatively using some relevant theories such as taboo and the context of situation (SPEAKING mnemonic by Dell Hymes). There are eight components of SPEAKING, they are setting, participants, ends, act sequence, key, instrumentalities, norms and genre. I only used some of them, because not all of the euphemistic expressions have complete components of SPEAKING.