



THE ANALYSIS EUPHEMISM MEANING IN DIFFERENT GENRE TEXTS

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Abstract

The euphemism in texts of different genre is the most focused on this research. Because of nowadays mass media are no longer censor or even selected the material that they served to public although it is too harsh. and The using of euphemism itself are also lower and lower from years to years. Thought there are a few words can't be spoken cause the words are too taboo to spoken. that's why the writer choose to analysis this euphemism in different texts. The method of this research used qualitative research to analized the data from written text. The instrument of this thesis was document analysis. The subject of the study were fiction and non-fiction texts (Sir Erich Segal's novel, Love Story. Short story of Ashley Marks, Eighth Moon. And scientific articles ,Now You See It, Now You Don't by Paula McGee. Forced Marriage And Health by Asma Ashraf). After collecting the data , the writer finds out only 8 types of euphemism used in the texts above and fiction texts(novel & short story) uses euphemism more than non-fiction text. because it shows the skill and techniques of writing and speaking in literature, while non-fiction texts (scientific articles) only use few of euphemism, because the contain of text talking about science, knowledge, technology and even about reality. So, the words used in scientific articles must clear and show the meaning directly although it is rather harsh. That means for the reader or the audience do not misunderstand the contain of the texts.

Keywords: euphemism, fiction, non-fiction

Abstrak

Makna Eufemisme dalam teks-teks bergenre berbeda adalah hal yang paling difokuskan pada penelitian ini. Karena saat ini media massa tidak lagi menyensor atau bahkan menyeleksi materi yang disajikan kepada publik meskipun terlalu keras. dan Penggunaan eufemisme itu sendiri juga semakin rendah dari tahun ke tahun. Pikir ada beberapa kata yang tidak bisa diucapkan karena kata-kata itu terlalu tabu untuk diucapkan. itulah sebabnya penulis memilih untuk menganalisis eufemisme ini dalam teks yang berbeda. Metode penelitian ini menggunakan penelitian kualitatif untuk menganalisis data dari teks tertulis. Instrumen tesis ini adalah analisis dokumen. Subyek penelitian adalah teks fiksi dan nonfiksi (novel Sir Erich Segal, Love Story. Cerpen Ashley Marks, Eighth Moon. Dan artikel ilmiah ,Now You See It, Now You Don't karya Paula McGee. Forced Marriage Dan Kesehatan oleh Asma Ashraf). Setelah mengumpulkan data, penulis menemukan hanya 8 jenis eufemisme yang digunakan dalam teks-teks di atas dan teks fiksi (novel & cerita pendek) lebih banyak menggunakan eufemisme daripada teks non-fiksi. karena menunjukkan keterampilan dan teknik menulis dan berbicara dalam karya sastra, sedangkan teks nonfiksi (artikel ilmiah) hanya menggunakan sedikit eufemisme, karena berisi teks yang berbicara tentang sains, pengetahuan, teknologi bahkan tentang kenyataan. Jadi kata-kata yang digunakan

dalam artikel ilmiah harus jelas dan menunjukkan makna secara langsung meskipun agak kasar. Artinya agar pembaca atau penonton tidak salah memahami isi teks.

Kata Kunci: *eufemisme, fiksi, non-fiksi*

INTRODUCTION

Nowadays, people are always looking for different ways of favourable, gentle smooth and soft communication. The 'powerful linguistic devices' that are embedded in the daily speaking language is called "euphemism". This euphemism has role as vital and important role in every language that are spoken in daily life. It shows a significant part of language. The comprehension of such realities can not be verified unless a reasonable command of euphemism is achieved. Euphemism is defined according to various perspectives and views. It is "that figure of speech which consists in the substitution of a word or expression of comparatively favourable implication or less unpleasant associations, instead of the harsher or more offensive one that would more precisely designate what is intended" (Simpson and Weiner in 1989:210). It is "a word or phrase that is used in place of a disagreeable or offensive word or phrase". nowadays, euphemism also is used to express any aspect of everyday realities such as the business world, mass media, etc.

Nevertheless, during this modern era, the using of vocabulary, visual images and subjects that are delivered to public have been decreased considerably. television, radio and other forms of mass media are no longer censor or even selected the material that they served to public. On the other words they directly say or show somethings to people, although that things are little harsh or even taboo. As the result, there are many topics that are unspeakable earlier have become a common part of our language behaviour. According to Slotkin in Pesola (1999) states that there is probably nothing that better shows the way in which linguistic attitudes have liberalised during the past few decades than the media's use of "obscenities". Because of this reason the use of euphemism are needed.

Although, there are kinds of euphemism namely: compounding, derivation, blends, acronyms, onomatopoeia, black slang, rhyming slang, phonemic replacement, abbreviation, loan words, particularization, implication, metaphor, metonymy, reversal, understatement, overstatement. But the using of euphemism in social or public environment are still very low. They only used euphemism for the word they think that the rank of the taboo word are very high or very not polite. In other words it can be say that the use of euphemism are not maximally.

LITERATURE REVIEW

2.1 The Nature of Euphemism

The word "euphemism" is derived from a Greek word meaning "to speak favorably", or good speech. According to Leech in Khanfar (2012) euphemism is as "practice of referring to something offensive or indelicate in terms that make it sound more pleasant or more acceptable than it really is". Further Curse in Epoge (2013) say that euphemism is an expression that refers to something that people hesitate to mention less it cause offence, but which lessens the offensiveness by referring indirectly in some way. It is the use of a pleasanter, less direct name for something thought to be unpleasant. Beside it, euphemism can also be a substitution of mild or vague or round about expression for harsh or direct one; expression thus substituted. Although these definitions are a bit different, they all reflect one phenomenon, for example: There are some things in our life that should not be stated bluntly or truthfully. And there are times when it is necessary, even wise, not to call a spade a spade, but to use some better-sounding names (Feng in Pan 2013).

Therefore, euphemism is like a tool which has function to make daily conversation run well or without any conflict. And people who use euphemism in their speech must have a good speaking skill, because they should think first about people's feeling and perspective before they tell something or some information whether it can hurt someone or other's feeling. The most common topics for which euphemisms are about sexual activity and sex organs. More often, euphemisms can be found in reference to death, aspects of religion and money. On the other word it can say that euphemism is mainly used to avoid impolite words which may occur in broaching in taboo topic like it is above and it is also to make the communication progresses smoothly and without conflict, accommodations are continually, and often subconsciously. in daily life, human usually used it in everyday conversation and highly related to certain social aspects especially what is called 'taboo' subject without enraging, outraging, or upsetting other people, and acts. For example: You are becoming a little thin on top (bald).

2.2 The Types Of Euphemism

According to Warren in Samoskaite (2011) euphemism are classified in 4 categories, based on both structural and semantic features of euphemisms:

1. Word formation devices :
 - a. Compounding.
Example : social disease.
 - b. Derivation.
Example : (bad breath) is coined from the Latin halitus(breath).
 - c. Blends :
Example : as in motorcade (motor + cavalcade).
 - d. Acronyms.
Example : SOB (Son Of Bitch)
 - e. Onomatopoeia.
Example : the word bow or wow for describe the dog.
2. Phonemic modification :
 - a. Black slang: in this Black slang the word are spelled from right to left.
For example : 'enob' [bone/erect penis] and 'epar' [rape]. The words are reversed to avoid explicit mention.
 - b. Rhyming slang: in Rhyming slang phonemic similarity is used.
For example : “darn” can be used instead of “damn” and 'Bristols' [breasts], a shortened, and further euphemised, version of 'Bristol cities' [titties] which becomes a 'semi-concealing device'.
 - c. Phonemic replacement: 'shoot' [shit], i.e. one sound of the offensive term is replaced with double 'o'. and “divil or divel” for replaced the word “devil” or “gad” , “gosh” , “golly” for “god”
 - d. Abbreviation (shortening): 'eff' (as in 'eff off!') [fuck (off)].
3. Loan words :
 - a. French: 'mot' [cunt] 'affair(e)' [extramarital engagement] and 'lingerie' [underwear].
 - b. Latin : 'faeces' [excrement] and 'anus' [ass-hole].
 - c. Other languages: 'cojones' [testicles] is a Spanish loan word.
4. Semantic innovation :
 - a. Particularization
 - b. Implication
 - c. Metaphor
 - d. Metonymy:
 - e. Reversal (Irony)
 - f. Understatement (litotes):
 - g. Overstatement (hyperbole):

2.3 The Different Texts

The different texts in this thesis only focuses on genres of the texts (Fiction and Non Fiction). The writer uses the different genres of texts as the materials for the standard of comparison of euphemism in this thesis. The fiction texts must put more euphemism inside it , because the fiction texts is creates with imagination and it is shows a skill of literature in writing and speaking. and different with non fiction texts , because of the containts of non fiction texts must be talking about science , technology and even about reality or what is happening. The words used in this non fiction texts should be clear and shows the meaning directly although it is little harsh. That is means for the contains of the texts.

2.4 Genre

The word genre comes from the French (and originally latin). It is word for kind or class. The term is widely used in literary theory , media theory and more recently linguistic. Genre is uses to refer to a distinctive type of texts. Genres of literature are important to learn about. The two main categories separating the different genres of literature are fiction and nonfiction. There are several

genres of literature that fall under the non-fiction category. Non-fiction sits in direct opposition to fiction.

RESEARCH METHOD

Research design is a scientific way for writer to get data with the purpose and usefulness certain. In this study the writer chooses qualitative research. Daymon and Holloway (2002 : 14) define that qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs. On the other words qualitative research more focuses in natural settings like attempting to make sense, depending on focuses in graph and statistic discussion. In this study, the writer applies descriptive qualitative method to analyze the use of euphemism in different text.

3.1 The Subjects of The Study

The subjects of this study were 1 novel with the title Love Story by Erich Segal in 1990, 1 short story entitled Eighth Moon by Ashley Marks in 2009. And 2 scientific articles entitled Forced Marriage and Health by Asraf and Now You See It, Now You Don't : History As Written by Lions by McGee.

3.2 The Technique of Data Collection

According to Arikunto (2013 : 132) documentation technique is to find data about things or variables such as notes, transcript, books, newspapers, magazines, meeting records, agenda. The writer will conduct this study by using document analysis as the instrument of data collection. The document of this research were the novel of Erich Segal (Love Story, 1990), the short story of Ashley Marks (Eighth Moon, 2009), the scientific articles with entitled Forced Marriage and Health by Asraf and Now You See It, Now You Don't : History As Written by Lions by McGee.

3.4 The Technique of Data Analysis

The writer used data analysis technique from Miles and Huberman to analyze the data. According to Miles and Huberman (1994, p.10) analysis as consisting of three current flow of activity: data reduction, data display, and conclusion drawing or verification.

a. Data Reduction

In this step, the writer found out all data that have euphemism and then the writer reduced the data to choose only the related data by the process of selecting, focusing, simplifying, abstracting and transforming the data. In order to make the writer easier to analyzing.

b. Data Display

After reduced the data, now the data became clear because only consists of important data will be in. So, the writer displayed the result of the data making table for the list of words that consisted of euphemism and categorize the data into the types kinds and also the function of euphemism based on the theory proposed by Warren in Samoskaite and Pan.

c. Conclusion Drawing

From the data reduction and data display, the writer made some conclusion from the research result so the writer can answer the research problem.

FINDING AND DISCUSSION

4.1 Data

The data of this research were taken from 1 novel of Erich Segal (Love Story, 1990), 1 short story of Ashley Marks (Eighth Moon, 2009), and 2 scientific articles with entitled Now You See It, Now You Don't : History As Written by Lions by McGee and Forced Marriage and Health by Asraf.

4.2 Data Analysis

4.2.1 The Types of Euphemism

Warren and Friends (2011) said "there are nineteen types of euphemism that can help the writer to euphemism texts", they are 1) compounding, 2) derivation, 3) blends, 4) acronyms, 5) onoma topoeia, 6) black slang, 7) rhyming slang, 8) phonemic replacement, 9) abbreviation, 10) french, 11) latin, 12) other languages, 13) particularization, 14) implication, 15) metaphor, 16) metonymy, 17) reversal(irony), 18) understatement(litotes), 19) overstatement(hyperbole)

Novel : Love Story by Erich Segal

A. Compounding

Data 1 : I still hadn't gotten around to reading the first look on the list, an endemic "*harvard disease*".

Analysis : The word "*harvard disease*" is used to refer to bad habits of people who are studying at harvard university.

B. Reversal (Irony)

Data 2 : Tough luck , Barrett. You played a "*helluva game*".

Analysis : The word "*helluva game*" means a bad game . the tone of reversal is often ironic.

Data 3 : Being "*blessed*" with a bad knee (yes , "*blessed*"? have you seen my draft card?)

Analysis : "*Blessed*" in this sentence is used to refer to bad moment or bad thing.

C. Implication

Data 4 : Shut up , vic , or "*you'll be chewing your teeth*".

Analysis : "*You'll be chewing your teeth*". It shows a clear antecedent-consequent relationship. If the one wants another chewing his/her teeth , the one must hit or broke the other teeth.

Data 5 : I had been away only forty-eight hours , and some bastard named phil had "*crawled into bed with jenny*"(it had to be that!).

Analysis : If some one "*crawled into bed with the other*" "with furtively hidden , they must be cheating or corrupt.

D. Abbreviation

Data 6 : I could hear the bloodthirsty Dartmouth fans chanting. "*Hit 'em again! Hit 'em again!*".

Analysis : The word "*em*" is shortening of the word "*them*". then the words "*Hit 'em again! Hit 'em again!*". Is suggesting someone to fight or play rough game.

Data 7 : This guy was beginning "*to piss me off*".

Analysis : the abbreviation "*piss me off*" is to refer to the statement that make someone become angry

E. Metaphor

Data 8 : Perhaps "*old stony*" was indulging in his usual self-celebration.

Analysis : The words "*old stony*" used to refer to the oliver barrett 4 father's. Which have the hard characteristic or stubborn.

F. Particularization

Data 9 : I would like to say a word about our "*physical relationship*".

Analysis : "*Physical relationship*" in this sentence is particularized and understood to mean sex.

Data 10 : Doubtless , mother was "*sizing up*" jennifer.

Analysis : "*Sizing up*" in this sentence means evaluate or value someone.

G. Metonymy

Data 11 : I give you my "*hand*".

Analysis : "*Hand*" in this sentence do not means as the part of human body ,but hand in this sentence means a help.

Data 12 : I told Jenny . in fact , if "*he has your hands*", we can put him in the backfield.

Analysis : "*He has your hands*" means if he has the same characteristic.

H. Overstatement (Hyperbole)

Data 13 : Get away from it all "*fly into the sunshine*".

Analysis : "*Fly into the sunshine*" means that let go all problem, take a vacation and relax.

Short Story : Eighth Moon by Ashley Marks

A . Implication

Data 14 : When they decided to try and *“take over the whole universe”*.

Analysis : If the one try and *“take over the whole universe”*. He or she must want to be a king or queen to control or make a slavery to the land he or she defeat.

Data 15 : And everywhere they crashed , they exploded! *“some shrivelled up like dried prunes”*.

Analysis : If someone crashed and exploded until *“shrivelled up like dried prunes”* they must be die in the sad way.

B . Particularization

Data 16 : I wondered if Dad would believe me if i said i was *“not feeling well”* or i had some schoolwork to finish.

Analysis : *“Not feeling well”* means the body is not good or even sick.

Data 17 : For those who *“have gone before”*.

Analysis : The sentence *“have gone before”* fit as people who was died in this context.

Scientific Article: Now You See It , Now You Don't by Lions by McGee

A . Implication

Data 18 : Black people are *“twice as likely as their white”* counterparts to die as a result of contact with the police.

Analysis : The sentences *“twice as likely as their white”* is to show the population.

Data 19 : Responding to media attention in such situations requires skill in fitting *“into sound bites and word limits”*.

Analysis : The words *“into sound bites and word limits”* shows an antecedent-consequent relationship. If some media in some situation speak a bites or word limit . they must be fear or scare of something.

B . Particularization

Data 20 : We open this issue with two guest editorials , returning to a topic that we have not discussed for *“some time”*.

Analysis : *“Some time”* means to along time according to the context.

C . Metonymy

Data 21 : #BlackLivesMatter are testament to how dangerous it can to be to live as a *“black person”* in the US.

Analysis : *“Black person”* is used to refer to the negro.

Data 22 : *“Whiteness”* itself is a blunt category = many sub-groups, including irish, as noted by Fazil et al's study in this issue.

Analysis : *“Whiteness”* is used to refer to the people with the skin colour is white like americans.

Scientific Article: Forced Marriage And Health by Asraf

A . Implication

Data 23 : Examples of appropriate questions include *“how are things at home”*?

Analysis : If the one ask about *“how are things at home”*?, they must be asking about the conditions.

Data 24 : And *“are you worried about anything or anyone”*?

Analysis : And if some one asked *“are you worried about anything or anyone”*? he or she wants to make sure are there anything that disturb or damage on you.

B . Particularization

Data 25 : All cases should be discussed with a *“senior member”* of the medical team and safeguarding leads.

Analysis : *“Senior member”* means old people or experience people.

Data 26 : Forced marriage is a crime and should not be *“tolerated”*; the person in front of you could risk of serious injury and harm.

Analysis : *“Tolerated”* in this context means not forgive or should to be punish.

The total number of the types of euphemism can be seen in the following table:

Type of Text Types of Euphemism	Novel	Short Story	Article 1	Article 2
Compounding	1	-	-	-
Reversal(Irony)	5	-	-	-
Implication	10	3	2	3
Abbreviation	2	-	-	-
Metaphor	1	-	-	-
Particularization	14	4	1	4
Metonymy	3	-	2	-
Overstatement(Hyperbole)	1	-	-	-
Total	37	7	5	7

Table 4.1.1 Types of Euphemism

4.2.2 The Factors Of Using Euphemism In Different Texts

The different texts in this thesis is only focused on genre of the texts (Fiction and Non-Fiction). The examples of the can be seen as follows:

Fiction

1. Novel : “Love Story”

Data 27 : I still hadn’t gotten around to reading the first look on the list, an endemic *“harvard disease”*.

Data 28 : Tough luck , Barrett. You played a *“helluva game”*.

Data 30 : Being *“blessed”* with a bad knee (yes , *“blessed”*? have you seen my draft card?).

Analysis : the data of this novel was written by Erich Segal. And it was not based on true story. Then it must be fiction or not real.

2. Short Story : “Eighth Moon”

Data 31 : When they decided to try and *“take over the whole universe”*.

Data 32 : And everywhere they crashed , they exploded! *“some shrivelled up like dried prunes”*.

Data 33 : I wondered if Dad would believe me if i said i was *“not feeling well”* or i had some schoolwork to finish.

Analysis : the data of this short story was fiction or not real. And it was written by Ashley Marks.

Non-Fiction

3. Scientific Article : “Now You See It , Now You Don’t”

Data 34 : Black people are *“twice as likely as their white”* counterparts to die as a result of contact with the police.

Data 35 : Responding to media attention in such situations requiers skill in fitting *“into sound bites and word limits”*.

Data 36 : We open this issue with two guest editorials , returning to a topic that we have not discussed for *“some time”*.

Analysis : the data from this scientific articles was written by Lions by McGee. And it was real and based on true story.

4. Scientific Article : “Forced Marriage And Health”

Data 37 : Examples of appropriate questions include *“how are things at home”*?

Data 38 : And *“are you worried about anything or anyone”*?

Data 39 : All cases should be discussed with a *“senior member”* of the medical team and safeguarding leads.

Analysis : the data of this articles was written by Asraf and based on true story.

GENRE TYPES OF TEXTS	Fiction	Non-Fiction
1. Novel “Love Story”	√ (37)	-
2. Short Story “Eighth Moon”	√ (7)	-

GENRE TYPES OF TEXTS	Fiction	Non-Fiction
3. Article		
A. Scientific Article "Now You See It , Now You Don't"	-	√(5)
B. Scientific Article "Forced Marriage And Health"	-	√(7)
TOTAL	42	12

Table 4.1.2 Types of Texts

According to data analysis , it was figured out ; Both of fiction texts(novel and short story) and non-fiction texts(scientific articles) uses euphemism. Fiction texts(novel and short story) uses much of euphemism , because it was to show the skill and technique writing and speaking in literature , while non-fiction texts (scientific articles) only uses less of euphemism , because the contains of text talking about science, knowledge , technology and even about reality. So the words used in scientific articles must clear and showed the meaning directly although it was little harsh. That meant for the reader or the receiver do not misunderstand about the contain of the texts

4.3 The Findings

1. The Types

According to data analysis , it was figured out : 8 types of euphemism that were used in the different text above. There are ; compounding , reversal(irony) , implication , abbreviation , metaphor , particularization , metonymy , and overstatement(hyperbole). In novel Love Story , the total of euphemism are 37 times. There are 1 compounding , 5 reversal(irony) , 10 implication , 2 abbreviation , 1 metaphor , 14 particularization , 3 metonymy , and 1 overstatement(hyperbole). In short story Eighth Moon , the total of euphemism are 7 times. There are 3 implication and 4 particularization. In scientific article Now You See It, Now You Don't. The euphemism total are 5 times. There are 2 implication , 1 particularization and 2 metonymy. In scientific article Forced Marriage and Health , the total of euphemism are 7 times. There are 3 implication and 4 particularization.

2. The Factors

Both of fiction texts(novel and short story) and non-fiction texts(scientific articles) uses euphemism. Fiction texts(novel and short story) used much of euphemism , because it is to show the skill and technique writing and speaking in literature , while non-fiction texts (scientific articles) only uses few of euphemism , because the contain of text talking about science, knowledge , technology and even about reality. So the words use in scientific articles must clear and show the meaning directly although it is little harsh. That means for the reader or the receiver do not misunderstand about the contain of the texts.

CONCLUSION

5.1 Conclusions

Based on the research findings, the writer could draw some conclusion as follows:

There were : 8 types of euphemism that were used in the different text above. There were ; compounding , reversal(irony) , implication , abbreviation , metaphor , particularization , metonymy , and overstatement(hyperbole). In novel Love Story , the total of euphemism are 37 times. There were 1 compounding , 5 reversal(irony) , 10 implication , 2 abbreviation , 1 metaphor , 14 particularization , 3 metonymy , and 1 overstatement(hyperbole). In short story Eighth Moon , the total of euphemism were 7 times. There are 3 implications and 4 particularizations. In scientific article Now You See It, Now You Don't. The euphemism total are 5 times. There were 2 implications , 1 particularization and 2 metonymys. In scientific article Forced Marriage and Health , the total of euphemism were 7 times. There are 3 implications and 4 particularizations.

Fiction texts(novel and short story) and non-fiction texts(scientific articles) use euphemism. Fiction texts(novel and short story) use much of euphemism , because it was to show the skill and technique writing and speaking in literature , while non-fiction text (scientific articles) only use few of euphemism , because the contained of text talking about science, knowledge , technology and even

about reality. So the words used in scientific articles must clear and show the meaning directly although it was little harsh. That meant for the reader or the receiver do not misunderstand about the contain of the texts.

5.2 Suggestions

Based on the conclusion previously stated, suggestions are made as follow:

1. It is suggested that the students improve their understanding about the euphemism in social life.
2. It is suggested that the lecturers improve their technique and methods in teaching about the euphemism.
3. It is suggested for the further researchers who are interested in the analysis of euphemism in different texts to make the research on different object.

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