

EUPHEMISM USED IN THE HEADLINE OF POLITICAL ARTICLES IN REUTERS.COM

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Abstract

The objective of this research are to identify the types of euphemism and to describe the meaning of euphemism that used in the headline of political article in reuters.com. In analyzing this research, the writer applies theory of Allan and Burridge and Warren to analyze the data. The study is done by using qualitative method and the data are gathered through library research. The data are taken from sentences, phrases and words in the headline news of political articles in www.reuters.com 1st January 2016 until September 2016 edition that contains euphemism.

The first finding show that there are six types of euphemism the found in headline of political article in reuter.com, they are: metaphor, idiom, remodeling, circumlocution, semantics change, and shortening. The second finding about the meaning, the meaning of each euphemism used in reuters.com is based on the context of the news. The meaning of euphemism itself can be only single meaning or more than one meaning

Key words: Type of Euphemism, Euphemism, Political Article

INTRODUCTION

Communication is one ways to build social relationship with the society (Damayanti et al., 2019). In communication, people tend to use language with many variations. When people communicate by using language, they always keep the relationship in order to develop a good response with their interlocutors (Hidayati et al., 2020; Tiono & Sylvia, 2004). People will consider the norms which obtain in environment where they talk. By paying that condition the interaction will be more effective and it will make harmony between speaker and listener or writer and reader. By making good harmony, it helps people to develop their politeness.

Politeness in any languages is the characteristic of high civilize society (Amelia, 2016; Pranoto & Afrilita, 2019). Therefore, to express the politeness, sometimes people replace bad language with soft one and also minimize the offense to keep a person's feeling.

Sometime in communication between speaker and listener, or writer and reader does not understand what they mean. These are the cases of semantics concerns about. As stated by Aminatun (2016); Styawati et al. (2020) that semantic is the study of meaning communicated through language. It means that semantic is study that concern and pay

attention to the meaning in the language. It can be seen that semantics as showing how people communicate meaning with language.

In this contemporary world, language is definitely an important thing in circulation of information, both electronic and paper media (Ardyanto & Pamungkas, 2018; Diharjo et al., 2020). The language that used by medias are different. According to (Hootsuite, 2019) media is a term that refers to institutions that use electronic broadcasting, printed magazines and newspapers to address mass audiences. Mass media is a powerful system of communication from few to many, and it serves as an agent to powerful groups (political or commercial, elites or classes), purveying ideologies which may conceal the reality of the structures of inequality from those who are most disadvantaged by them (Schrape, 2018). The language of media in order to convey such states of affairs in public, must consist of a large extent of euphemisms, rhetorical repression of the actual problems, empty words, nebulous half-statements, stereotyped expressions and common places. In writing information, the press, the editors, and the chiefs of redaction always have different styles in one institution to others for instance Reuter.com (F. M. Sari, 2016). These variations of language are influenced by many factors and necessities, however the news articles which are consumed by public generally have a unique factor of languages commonly called as smoothed or euphemism (Puspita, n.d.; B. N. Sari & Gulö, 2019; Sukerti & Yuliantini, 2018).

Euphemisms used to express a mild, indirect, or vague term to substitute for a harsh, blunt, or offensive term. The extension of ordinary words and phrases to express unpleasant and embarrassing ideas’.

Some euphemisms intend to amuse, while others intend to give positive appearances to negative events or even mislead entirely. Euphemisms are effective because they replace the trigger (the offending word form) by another word form that expresses a similar idea. The user of language has main intention in using euphemism. The main function of euphemism is to protect their interlocutors from a possible offence against each other caused by broaching of a taboo topic or by mentioning a subject matter to which one of the interlocutors may be sensitive. In addition Febriantini et al. (2021); Kusniyati (2016); Mandasari & Aminatun (2020) also suggests that speakers are supposed to protect their face as well as face of others, which can be achieved by the use of euphemism. Take look

from the example, “In the past year, there was drama that shook our party” that example sows the polite word to cover unpleasant idea and also manipulate a bad feeling to someone who made some mistake in party (Gulö, 2019; Puspita & Amelia, 2020). From the example, it can be seen the function of euphemism as one of ways to make polite in communication in society. Euphemism also exists in all areas of daily life. It does not only find between people in communication but also in mass media, both electronic and printed media.

In this research discusses euphemism in the headline news of political article in reuters.com which talked about the news politic especially about campaign issues in the United State. The researcher chooses reuter.com because in reuters.com uses euphemism in its news bravely. Reuter.com is one of electronic article that used English. Reuters is an international news agency headquartered in Canary Wharf, London, England, United Kingdom and is a division of Thomson Reuters. Until 2008, the Reuters news agency formed part of an independent company, Reuters Group plc, which was also a provider of financial market data.

stated that Reuters is also as global news serving that the news is coming from the real and factual information. Reuter’s News also presents actual and hot news that can be accepted by the societies. In addition, nowadays there are many people prefer to read the news through the internet then printed news as explained by (Borman et al., 2018; Lubis et al., 2019; Suprayogi & Eko, 2020) nowadays there are many people use internet to get the information especially the news.

LITERATURE REVIEW

2.1 Semantic Approach

In doing communication everybody uses linguistics, and wants to use it well, but quite sometime people find they can not use it well. In communication also between the speaker or writer and listener and reader does not understand what it means. These are the cases of what semantic concerns about. Chavez (2000); Kardiansyah & Salam (2020); Suprayogi & Pranoto (2020) explained that semantic is the study of meaning communicated through language. While (Afrianto & Seomantri, 2014; Puspaningrum et al., 2017) “stated “semantic is the study of word meaning and sentence meaning, abstracted away from contexts of use, is a descriptive subject”. The semanticist seeks to understand the

connections and interactions between the symbols for things (words are symbols) and the things themselves (the actual objects or ideas the words refer to) (Puspita & Pranoto, 2021; Renaldi et al., 2016).

Words are the tools of thought, but they are not the thoughts themselves. In other words, semantics is the study of how words mean and how such variables as context, connotation, and intent influence the meaning of a word or statement. From that statement it can be seen that semantics is showing how people communicate meaning with pieces of language. Commonly semantics is the study of meaning in language or the study of linguistic reference and truth conditions in language.

2.2 Definition of Euphemism

Euphemism does not only occur in the social phenomenon but also in political phenomenon and used for many purposes, it can be spoken or written. There are many concepts about euphemism. The term of euphemism comes from Greek *eu* "good, well" and *pheme* "speaking".

The euphemism is a group of words or phrases used as an alternative to dispreferred expression, they avoid possible loss of face by the speaker and also the hearer or some third party. In addition Dhiona Ayu Nani (2021) says that euphemism is an expression that refers to something that people hesitate to mention lest it cause offence, but which lessens the offensiveness by referring indirectly in some way.

2.3 Types of Euphemism

2.3.1 Metaphor

Metaphor is a speech meaning that is generally implicit and it replaces literal meaning. For example "kick the bucket for die", "the cavalry's coming replaces I've got my period". In addition explain Metaphor is included in semantic innovation. He said that Metaphor is a multitude of colorful metaphorical euphemisms surround menstruation, centering around 'red', e.g. 'the cavalry has come' - a reference to the red coats of the British cavalry, 'it's a red letter day' and 'flying the red flag'. From the explanation, it can be assumed that metaphor euphemism is used to replace words that might be impolite using metaphor terms as a sweetened cover.

2.3.2 Idiom

Adelina & Suprayogi (2020); Booch et al. (1998) stated that Idiom is an expression function as a single unit whose meaning cannot be worked out from its separated parts. For example of American metaphorical idiom: downsizing for laying off workers, euthanasia for mercy killing.

2.3.3 Rhyming Slang

Rhyming slang is a form of phrase forming, the form replaces a certain word phrases consist of two or three words. Rhyming slang can be assumed as kind of euphemism that is resemble to slang than euphemism itself, however the slang has rhyme and still in the corridor of euphemism. For instance, whistle for suit, hoddy- doddy for all arse and nobody. The characteristic of rhyming slang are to replace the dispreferred expression by using slangs (informal terms) and the replaced expression is rhymed.

2.3.4 Remodeling

Remodeling usually as one for one substitution in which either the onset or rhyme of dispreferred term is match with that of semantically unrelated word (Hutauruk & Puspita, 2020).

1) Phonological Distortion

Phonological Distortion is how euphemism can be created when the utterances intentionally distort the pronunciation of words. For example the word "Christ" are pronounced by cripes, crust, and crockery.

2) Blending

Blending is formed by squeezing together two or more words that orthographically and phonetically. For example the word "Gezunda" which derived from the object goes under the bed.

3) Reduplication

Reduplication is like a repetition of a syllable a word. It is particularly present in children's vocabulary. For example "peepee" (piss), "tuzzy muzzy" (vagina), and "rantum-scantum" (copulate).

4) Derivation

There are the examples of derivation, 'fellatio' [oral sex], the modification of a Latin term ('fellare', to suck) to form a printable modern English word.

2.3.5 Circumlocution

Circumlocution is a use of many words in a speech, that commonly consist of metaphor or metonymy and it form looks like idiom or compound sentence.

For instance, Middle Eastern dancing sounds better than belly dance. A little girl's room means a toilet. Postconsumer secondarymaterial is used instead of garbage (Puspita & Pranoto, 2021)

In finding the answer of the research question the writer uses descriptive qualitative research, since this study is designed to analyze the word or phrases in the headline news of political article of Reuters.com. Baker & Edwards (2012) ; Suryono & Subriadi (2016) stated qualitative research is concerned with qualitative phenomenon involving quality with the characteristic non-numerical, descriptive, applies reasoning and uses words and the aim is to get the meaning, feeling and describe the situation. The writer uses qualitative research method, since the analysis will explain the answer of the problem, and the sentences that used in the headline news is very attached in language phenomena.

In this research, the writer also conducts the library research to find the data information from some selected books and journals which stongly has correlation with the theory of euphemism. By collecting and selecting the books and journals from library study, the accurate sources can be obtained, which are very important and useful in the literary study.

RESULTS AND DISCUSSION

In this chapter the writer analyzed euphemism used in headline news of political article in Reuter.com from 1st January until September 2016 edition. From the data that the writer gets, the writer will analyze the data thoroughly as being describe in the following analysis. In this analysis the writer uses Allan and Buridge and warren's concept then they will answer the research questions.

4.1 Metaphor

New York, Thursday, September 9th 2016

“ Do not vote for '*demagogue*' Trump, USA Today tells its reader”

From the data of the headline news above the word '*demagogue*' is categorized as euphemistic word of metaphor which indicate something different from literal meaning. The word demagogue is euphemism from “disapproving person”. It means that political leader who wins support by existing people's emotion rather than by having good idea. It

also supported by the content of the news that Donald Trump has branding as dangerous demagogue.

4.2 Idiom

Washington, Wednesday March 16th 2016

“Clinton, Obama backers *tone down rhetoric*”

Based on the theory of euphemism, the phrase “*tone down rhetoric*” is included in idiom. Idiom is an expression function as single unit whose meaning can't be worked out from its separate parts. The term “*tone down rhetoric*” means “*smart speech*”. It is also supported by (Meliasari et al., 2018). In his journal the phrase “*tone down rhetoric*” indicates formal language, which is usually used in the constitution. Based on the headline above “Clinton, Obama backers *tone down rhetoric*” indicates idiom. In this case means Clinton and Obama are going to be smart to deliver their speech. In addition this headline news is to inform about the fact that both of them will be smart in delivering speech.

4.3 Remodeling

Derivation

Oslo/ Washington, May 18th 2016

“Trump threat to *renegotiate* U.N. climate deal causes dismay abroad”

Based on the data above the word **renegotiate** is a type of remodeling in subdivision of derivation. As Warren explains that derivation is the modification of a foreign term to form a printable modern English word.

Renegotiate comes from prefixial derivation, Latin prefix “Re” which means again and a word “negotiate” (Amelia & Dintasi, 2019).

4.4 Circumlocution

Greensburg, Saturday March 26th 2016

“Clinton says US *should be forceful* on Tibet”

The phrase “should be forceful” use type of euphemism namely circumlocution. It means that saying in many words what may be said a few words.

The phrase “should be forceful” to substitute “should be forceful in speaking not against the violence. It indicates a level of formal situation. In this case Hilary Clinton say US should be more forceful about Tibet issue. In the headline above the writer of the news conveys that Hillary Clinton suggest US to be strong to face the violence in Tibet.

CONCLUSION

Based on the explanation on data analysis on previous chapter, the writer can conclude that the writer answers the problem of the formulation briefly and straight to the point. The result of data analysis have been agreed and arranged theoretically based on the theory of Allan and Burridge and Warre of euphemism. Mertania & Amelia (2020); Widianingsih & Gulö (2016) Euphemism that used in headline of political article from 1st January until September edition can be classified into some types. From some types of euphemism which proposed by Allan and Burridge, five types of euphemism which proposed by Warren, the writer found six types.

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