

**EUPHEMISM USED IN POLITICAL ARTICLES IN
REUTERS.COM**

THESIS

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ENGLISH LETTERS AND LANGUAGE DEPARTMENT

FACULTY OF HUMANITIES AND CULTURE

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2008

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Malang, 19 September 2008

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MOTTO

***AS LONG AS WE HAVE A WISH, PERSISTANCE,
AND DETERMINATION,
A BAR OF IRON WHEN CONTINUALLY RUBBED
WILL TURN INTO A NEEDLE.
START HAVING DETERMINATION NOW!***

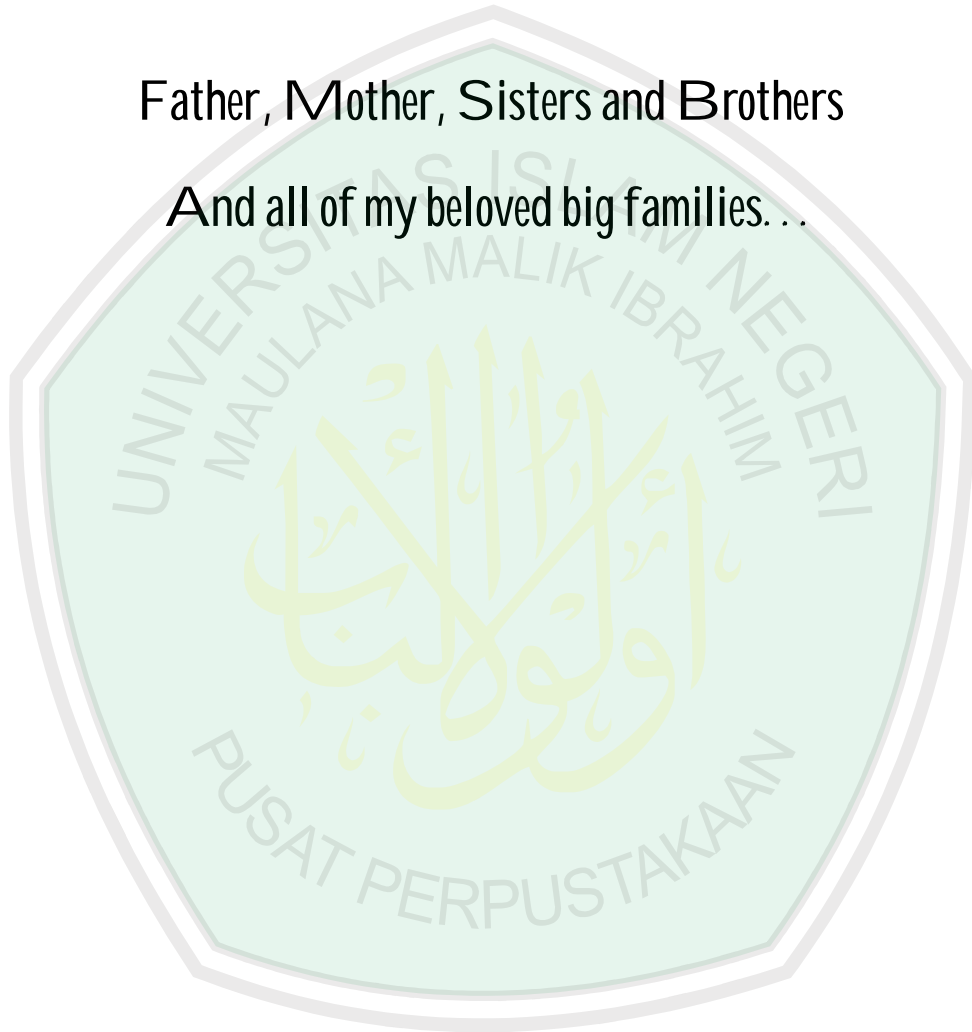


DEDICATION

This thesis is dedicated for:

Father, Mother, Sisters and Brothers

And all of my beloved big families. . .



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Bismillahirrahmanirrahim

Proudly, I would like to express my best gratitude to our greatest god Allah who has given me a drop of knowledge with a million powers and patience. Peace and salutation be upon to greatest reformer in Islam, he is Muhammad Saw. Through his endless mediation that I am recognized as a true Moslem.

Because of that divine gift of bestowed from Allah, I am finally able to finish this thesis entitled *Euphemism Used in Political Articles in Reuters.com* as the requirement for the degree of S1 in English Letters and Language Department, Faculty of Humanities and Culture at the State Islamic University of Malang.

In addition, along in process of finishing this thesis I would like to dedicate my best thank to:

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Finally, there is no rose without thorn.

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Malang, 19 September 2008

The researcher

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ABSTRACT

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In this recent time, many interesting news show up both political and social phenomenon. That news is served with an interesting language by mass media. Mass media have tried hard for the best service to present actual and hot news that can be accepted very well by society. Mass media use euphemism to avoid the loss face. Euphemism is endemic in our society due to the fact that it is part of language customs; therefore it has been on every culture. One of the principle of the euphemism is that the dispreferred expressions should be replaced by the preferred expressions to execute user's communicative intention on a given occasion or context and to avoid the possible loss of face. Euphemism is an instrument to keep the relationship between reader and writer or speaker and listener in good harmony.

The objectives of this study are to find out the types, the styles and the functions of euphemism used in headline of political articles in reuters.com on 1st to march 31st 2008. The design of this research uses descriptive qualitative method.

The key instrument of this research is the researcher herself. The analysis of the data is conducted continuously through the data reduction, the political articles in reuters.com are selected then classified in the certain categories, and those are types, styles, and function. And the last is drawing conclusion based on research findings. The data of this research are political articles in reuters.com that use euphemism.

As the result, the researcher found 15 headlines related to euphemism. From those 15 headlines, the researcher found that there are 9 types of euphemism; they are metonymy, hyperbole, metaphor, synecdoche, acronym and abbreviation, association engineering, idiom, and cirlomcution. In term of styles of euphemism, the researcher found 4 styles; they are: frozen style, formal style, intimate style, and consultative style. In addition, the researcher found 5 functions of euphemism, they are: to inform, to convince, to criticize, to reject or refuse, and to evaluate.

Finally this research only discusses what are the types, styles and functions of euphemism in written language; however, it is suggested for further researchers to conduct the research, which not only focuses on types, styles and functions of euphemism of written language but also in oral language.

CHAPTER I

INTRODUCTION

In this chapter, the background of the study, the statement of the problems, objectives of the study, scope and limitation of the study, significance of the study, and the definition of key terms are discussed.

1.1 Background of the Study

The word euphemism comes from the Greek word *euphemos*, meaning “auspicious or good or fortunate speech” which in turn is derived from the Greek root-words *eu*, “good or well”+ *pheme* “speech or speaking”. The *eupheme* was originally a word or phrase used in place of a religious word or phrase that should not spoken aloud (www.sil.org/Linguistic/Wikipedia the free encyclopedia/euphemisms.htm).

The use of euphemism is one of real example of sociolinguistics applications. Sociolinguistics as the frame works deals with the language in use and how language users interpret what other language users intend to convey messages, then, it has essential role in the study of language. In sociolinguistics we study society in order to find out as much as we can about what kind of thing language is (Wardhaugh, 1986:13).

Euphemism always appears in mass media both electronic and printed media. In this recent time, many interesting news show up both political and social phenomenon. mass media served news interesting language. Mass media is try to hard for the best service to present actual news that can be accepted very well by society. However, so many kinds of mass media such as Kompas, Jawa Pos, Republika,

Jakarta Post, Tempo, Time and etcetera. Furthermore, those mass media often use euphemism.

Many researchers have defined of euphemism from various definitions (Wardaugh 1986:237, Alan and Burrige (in Rusman 2000: 17), Barret (in Mazidah: 2007:3)). Barret (1997) defines euphemism is an evasive tactic we resort to when we feel that literal accuracy in somehow indelicate. One of examples is used extensively in the fields of public relations and politics: collateral damage for “civilian casualties” Here, the researcher interests to study euphemism used in political articles in reuters.com. Because, reuters.com is one of media electronic that bravely use euphemism. This research described the types, styles and the functions of euphemism used in political article in reuters.com. Allan and Burrige (1991: 14) propose that there are thirteen types of euphemism. They are: Metaphor, Idiom, Circumlation, Acronym and Abbreviation, General-for-Specific, Hyperbole, Litotes, Technical Jargon, Denial, Euphemistic Dysphemism, Dysphemistic Euphemism, Synecdoche, Associative Engineering. Joss in Fishman (1972: 44) identifies five styles of euphemism. They are Consultative, Formal, Casual, Intimate, and Frozen style. And the functions of euphemisms are classified according to the way in which they contribute to the content of the text. They are: to inform, to evaluates, to modalizes. This recent time, many interesting news show up both political and social phenomenon. Mass media served interesting language, since, mass media is a very effective device in creating ‘*one dimensional behavior*’ due to the fact that language using has supported established thought against creative or critical thought, for instance contradictive thought can be found in this utterance, “*war is peaceful*,

peaceful is war”. However, this utterance can be accepted by language user without necessary aware it is contradictive.

Moreover, there are some researchers who research and observe this field of study. E.g. “*Political Euphemism in News Media*”, written by Rusman (2000). Through comparative approach, Rusman researched the associative meaning in Indonesian and American English vocabulary. He focused on pragmatic, lexical perspective and discussed the uses and meanings of euphemism in terms of denial, refusal, and etcetera.

The main findings of his research, include first of all, the categories of euphemism indicate that euphemism, which appear most frequently in news media, are hyperbole, denial, metaphor, acronym, borrowed term, and etcetera. Another research was done by Abidin (2003), he wrote “*Euphemistic Expression Used in Kompas During World Cup 2002*”. Other research was done by Ermayani (2003), she wrote “*A Study on Euphemism Used in Headlines of Kompas Newspaper*”.

Although both works of Abidin and Ermayani have the same topic of the study as that of the researcher, but their emphasize differ. Abidin tried to find out the euphemism in terms of type, the style and the function, a content analysis is adopted beside a discourse analysis that also used in the process of finding the subjects. He found four types euphemism, three kinds of styles and seven functions of euphemism from the text under the title Piala Dunia; while, Ermayani differently emphasized her study on euphemism only in terms of the type, and the function. She found nine types of euphemism and four functions of euphemism from headlines of Kompas Newspaper.

Another research which is also related to euphemism was done by Mazidah (2007), she wrote “*A Study on Euphemism Used in Newsweek Magazine*”. She

described and analyzed the appearance of euphemism used in politician or news reporter in US Affairs section of Newsweek magazine through the certain approach, including sociolinguistics and etcetera, since; euphemism found in US section is derived from many specific aspects. She found six types euphemism, three styles and three functions of euphemism.

From many researchers above, it can be concluded their research were different each other. It is due to above consideration that the research decides to conduct “Euphemism Used in Political Articles in Reuters.com.”

1.2 Statement of the Problems

In line with the background of the study described above, the researcher tries to analyze euphemism in reuters.com. More specifically the main questions are formulated as follows:

- 1.2.1 What are the types of euphemism used in political article in Reuters.com?
- 1.2.2 What are the styles of euphemism used in political article in Reuters.com?
- 1.2.3 What are the functions of euphemism used in political article in Reuters.com?

1.3 Objectives of the Study :

Related to the previous questions, the objectives of the study are:

- 1.3.1 to find out the types of euphemism used in political article in Reuters.com
- 1.3.2 to find out the styles of euphemism used in political article in Reuters.com
- 1.3.3 to find out the functions of euphemism used in political article in Reuters.com

1.4 The Scope and Limitation of the Study

The scope and limitation of the research need to be clarified especially the specific aspects discussed as the focus of this research. This research focuses on the headlines of political articles in Reuters.com. from 1 March to 31 March 2008 in America. The researcher is intended in analyzing reuters.com. Meanwhile, in this research the limitations are the weaknesses of this analysis, the analysis of the researcher in this research is not completely right or true, because it just prediction of the researcher and it can be different with the journalist purposes.

1.5 Significance of the study:

We live and hold on moral value of politeness. In Indonesia the moral value of politeness is very important. By understanding euphemism, not only the students of English department who hold on moral value of politeness but also they will interact to make good relationship, mainly in the context of political and diplomatically communication.

1.6 The Definition of the Key Terms

To avoid ambiguity and uncertainty, the researcher will describe the meaning of the important words of phrase used in this research. They are as the followings:

1. Euphemism

Expression substituted for other words thought to be offensive to avoid the loss face: either one's own face or, that of the audience, or of third party. The dispreferred or offensive expression may be taboo, fearsome, distasteful, or have

negative connotation to execute the speaker's intention on a given occasion or context, in this case euphemism used in politic article in reuters.com

2. Headlines

The most actual news that published or presented by media.

3. Politics

A thought to get power in society

4. Article

A complete piece of writing, as a report or essay that is part of a newspaper, magazine, or book.

5. Reuters.com

The world largest International multimedia news agency, providing, investing news, business, headlines news etcetera. It is located in Canary Wharf, London.

6. The Types of Euphemism

The types of euphemism in this research refer to the type proposed by Allan and Burridge. There are thirteen types of euphemisms that can be clasified on the basis of its uses.

7. The Styles of Euphemism

Alternative ways of saying more or less the same thing by using different words or different syntactic structure.

8. the fuctions of euphemism

It refers to its classification according to the way in which they contribute to the content of the text

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter discusses the basic concept of euphemism, the types of euphemism, the styles of euphemism, the functions of euphemism, advantages and disadvantages the use of euphemism, interrelation between euphemism and other figure speech, language use in journalism, interpretation of euphemism in news media, the reason to adopt the Brown and Yule's devices, context, co-text, text, and the previous study.

2.1 Euphemism

2.1.1 The Basic Concept of Euphemism

Friedman (in Yuwan, 2004:9) states that the term of "euphemism" is derived from the Greek EW (Well) and Pannai (to speak), originally "to use what of good omen". The definition of euphemism as we know today is similar, it is the substitution of a mild on in offensive expression for one that may offend or suggest something unpleasant. A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. When a phrase becomes a euphemism, its literal meaning is often pushed aside. Euphemisms are used to hide unpleasant idea, even when the term for them is not necessarily offensive.

There are many concepts of euphemisms, according to the Concise Oxford Dictionary; a euphemism is a vague expression that is used to conceal a harsh reality. In effect, euphemisms reduce precision of thought. The word euphemism, however, precisely names phenomenon, so it doesn't conceal anything.

Euphemism words and expressions allow us to talk about unpleasant things and ‘neutralize’ the unpleasantness, such as the subject of death and dying, unemployment and criminality. They also allow us to give labels to unpleasant things and jobs in an attempt to make their sounds almost attractive. Euphemism is endemic in our society.

The glorification of the common place and the elevation of the trivial, we are constantly renaming thing and replacing them to make them sound better, it is renaming of reality to fit a new order of society (Wardhaugh, 1986: 231).

In addition, according to Wikipedia, a euphemism is an expression intended by the speaker to be less offensive, disturbing, or troubling to the listener than the word or phrase it places, or in the case of double speak to make it less trouble some for the speaker when a phrase is used as a euphemism, it often becomes a metaphor whose literal meaning is dropped.

Allan and Burridge (in Rusman, 2000: 17) also state that euphemisms are words (or phrases) substituted for other words thought to be offensive to avoid the loss of face: either one’s own face or, by giving offense that of the audience, or some third party.

In many ways euphemism has existed throughout recorded history. It is used as an alternative to a dispreferred expression, in order to avoid possible less of face; either one’s own face, or though giving offence. But in English, many of them so called “taboo terms” are avoided because their used is regarded as distasteful within a given social context. (Fishman: 1972: 219). They are dispreffered, not from fear of physical or metaphysical harm, but lists the speaker lose face by offending the sensibilities of their audience. Some speakers would claim that the utterance of taboo term would offend their own sensibilities because of the supposed unpleasantness or ugliness of the taboo terms themselves.

In contemporary Western society, euphemism is typically the polite to do and offensive language is little more than the breaking of the social convention. Many euphemisms are alternative for expression of speakers on writers would simply prefer not to use in given occasion. On the face of it, euphemism is not such as a big deal in English as it is said in Australia societies, but one does not have to look for back in history to find dire consequences for people observed or heard violating some own western taboos. Witness the dilemma that has faced dictionary makers over the years. In our current era of self-congratulatory equality for all, there are event legally recognized sanctions against what may broadly be called “its language” different between human is now something that must be euphemized (Burrige, 1991: 02). In conclusion, a wide range of euphemism intended to soften and hide unpleasant or disturbing ideas, even when the literal term for them is not necessarily offensive.

2.1.2 The Types of Euphemism

Euphemism is also accomplished by understatement using words which are combined semantic features do not add up to the meaning intended. The preceding sections claim that things related to the people are uncomfortable with have many euphemistic names and phrases.

Euphemism in a general term can be classified on the basis of its uses. Allan and Burrige (in Rusman, 2000: 18) propose thirteen types of euphemisms. The first type refers to metaphor, which indicates something different from the literal meanings. For example, *she is an old bag* means “she is an unattractive, old woman”, when it is used in the right context. In this context, metaphor is pervasive in everyday life, not just in language but also in thought and action (Lackoff in Rusman, 2000: 18).

The second is the idiom, an expression functioning as a single unit whose meaning cannot be worked out from its separate parts. Some examples of American metaphorical idioms are: *downsizing* for laying off workers, *euthanasia* for mercy killing, and *genocide* for ethnic cleansing. The third type refers to circumlocution saying in many words what may say in a few words. For example, *little girl's room* means "toilet", *mentally challenged* or *special* for retarded, *sight deprived*, *visual impairment* or *visual disorder* for blind, *hearing impairment* or *hearing disorder* for deaf. The fourth type refers to acronym and abbreviation. Acronyms are proper words created from the initial letter or two of the words a phrase pronounced like, other words, such as SNAFU meaning { 'situation normal, all fucked up' }, a military euphemism for a possibly catastrophic event. By contrast, abbreviations do not form proper words, and so they are pronounced as strings of letters, for example: BS (*Bulshit*), MOU (Memorandum of Understanding). The fifth is that general- for specific, a one-for- one substitution. There are various sub classes of general-for –specific the euphemism just mentioned is whole-for-parts; *go to bed* for 'fuck' invokes the unusual location where a specific event takes place. The sixth refers to hyperbola that uses exaggerated statement (s) made for effect and not intended to be taken literally (e.g. waves as high as Everest). In addition, hyperbole (over statement) is also found in euphemism like *flight to glory* meaning "death".

And the seventh refers to litotes (understatement) uses in negative form to express the contrary (e.g. "Please, enjoy this ordinary food"). In fact, there are so many extraordinary foods. The eighth refers to the use of learned terms or technical jargon instead of common terms and one from English, such as *marriage of convenience* (marriage for getting the material), and *without let or hindrance* (without any trouble and

obstacle). In addition, they are mostly derived from Latin or Ancient Greek such as *diabetes*. Allan and Burridge further stated that most languages seem to have some euphemisms based on borrowed words or morphs. For example: *ierarkhia*, *mysterio*, *parodeigma*. Those words are borrowed from Greek. Using words borrowed from other languages to function as euphemism is characteristic of many languages.

Ninth type is denial, a statement or a proposition used by someone trying to distinguish the true meaning. Such as, *they are not seriously "seeing" each other*. "Seeing" has become euphemism for what was once called a love affair.

The tenth type refers to euphemistic dysphemism, which shows the location in euphemistic but the illocution on dysphemism. Eleventh type is dysphemistic euphemism, which is showing the illocution in dysphemism while the illocution in euphemism. Next, it also refers to Metonymy, which refers to the naming only a part, such as the inventor of the owner since the meaning is closely related.

Twelfth type refers to synecdoche. By synecdoche is meant general to specific. For example, *some people voted Democrat in general election*. "Democrat" refers to certain party that follows in general election. And specific to general, for example *"Becoming democratic country is not only {in the hands} of government but also people who live in that society"*. "In the hands", meant the responsible of.

The thirteen refers to the associative engineering that shows the change of semantic or meaning of the words or phrases and meanings can be classified into denotative and connotative meanings. Hayakawa and Hayakawa as quoted by Rusman (2000: 23) propose that there are two kinds of connotations, namely informative and effective connotations. In addition, meanings can be categorized into literal and figurative meanings or denotative and connotative (affective, emotive and evaluative) meanings (Keraf in Rusman, 2000: 23).

Leech as quoted by Rusman (2000: 23) explained that there are five types of associative meanings. They are 1) connotative meanings referring to the meaning of what is referred to (for example, *pro-choice* to refer to pro-abortion), 2) Stylist meanings referring to the meaning of what is communicated in a social condition (for example, *Madame, Professor Smith* refer to the style of a polite greeting), 3) Affective meanings referring the meaning of what is reflected in the feeling and attitude such as “*you are like stars in the sky*” for the speaker or writer to express his feeling toward the reader or hearer. 4) Reflected meaning referring to the meaning of what is associated with the thing, such as *cauliflower* for the private parts of a woman, 5) Collative meaning referring to the meaning which associates with other words, such as *brilliant girl, bright boy*, 6) Conceptual meaning referring to the definition or denotative meaning, for instance: *prevaricate* meaning to lie.

One word or expression may have more than one image or meaning such *visually impaired* or *visual disorder* or *sight deprived* meaning *blind* and *harvesting* meaning *killing* (Parera in Mazidah, 2007: 21). In contrast, two expressions or more may have the same image (Kempson in Ermayani, 2003: 15). Other political euphemistic examples are *apartheid, emergent nation* or *developing countries, emerging countries*.

In summary, the euphemisms can be categorized into thirteen types that can be used for all kinds of euphemism. To a greater extent, it is good solution to choose the types of euphemism proposed by Allan and Burridge. In addition, those categories are more detailed and complete.

2.1.3 The Styles of Euphemism

The style of euphemism can be classified on the basis of its uses Joss in Fishman (1972: 44) and also Taylor-Meyer (in Mazidah, 2007: 32) identified five styles of euphemisms. They are consultative, formal, casual, intimate, and frozen styles. They further state that there are no fixed boundaries between each on the different style. Style very according to who we are and whom we are communicating with. However, it is necessary to clarify the five types of styles in general.

The first refers to the frozen style, which indicates a level of language considered very, very formal. As has been stated by Labor (in Wardhaugh, 1986: 18) as the principle of attention, 'styles' of speech can be ordered along a single dimension measured by the amount of attention speakers are giving to their speech, so that the more 'aware' they are saying, the more 'formal' the style will be. For example, "*it shows that the imperial judiciary thinks that, in addition to abortion, affirmative action and religion, war should be within its grasp*". Thus, the frozen language is commonly used in the constitution. Another example is where the speaker is inferior to hear-or-named, he will use unreciprocated differential from such as *your/her Majesty, your/his Highness, your Lordship, Mr. President, Madam, Chairman* and all of which are frozen or formal style. These titles do not include names, but identify roles or social positions.

The second is the formal style, that is an expression functioning as a single unit and which meaning cannot be worked out from its separate parts. For example, many idioms are in the formal style. Those idioms are: *laying off workers, or ethnic cleansing*.

The third type refers to consultative style indicates a level of language in a formal situation. It is two-way participation. For instance, the expression: "*categorical inaccuracy*" and *kesalahan tehnis* for "mistakes".

The fourth type refers to intimate, means non-public. Intonation more important than wording or grammar, it is private vocabulary, for example: in naming Hillary Clinton is the first female president nominee.

The fifth is casual style indicating a level of language in an informal situation, means in group- friends and acquaintance; no background information provided. For example, A: *“Let me show you the way”*. B: *“No, it is quite all right. I’ll find my way all right, thanks”*.

Therefore, styles with communicative competence; it involves knowing not only the language code but also what to say whom and how to say it appropriately in any given situation.

2.1.4 The Functions of Euphemism

At the societal level, language serves many functions; many languages are also made to serve a social identification function within a society by providing linguistic indicators, which may be used to reinforce social stratification. Linguistic features are often employed by people, consciously or unconsciously, to identify themselves and others, and thus serve to mark and maintain various social categories and divisions (Saville – Troike: 1982:15).

Hymes (in Saville-Troike, 1982: 16) also further stated, at the level of individuals and groups interacting with one another, the functions of communication are directly related to the participant’s purposes and needs. Communications has two possible motives for referring to a distasteful topic euphemistically. First, to minimize threat to the addressee’s faced. Second, to minimize threat to their own.

The text functions of the political euphemism are classified according to the way in which they contribute to the content of the text. In the text under

consideration, four functions are seen, according to whether the expression primarily informs (conveys new information), evaluates (conveys writer's opinion or attitude), modalisez (conveys writer's attitude toward the truth-value of his/her utterance or writing), or organizes and functions as a discourse signal. To these four functions may be added fifth, the political euphemisms that show a reader's reaction to something in the extra linguistic situations, namely apology, denial, convince, curse, request, criticism, question, promise and order (Moon in Rusman,2000: 45).

The following are examples: (1) to convince: e.g. "Clinton told reporters, *I am just focusing on doing the best I can*", (2) to criticize: e.g. "Obama told reporters, *But he was right then and he's wrong now*", (3) to accuse: e.g. "A general principle is that *we don't want to reward bad behavior*", (4) to order or request: e.g. "We need to either *count the votes that have already been cast in Michigan and Florida*", (5) to question: e.g. "Who would be the first female US president?", (6) to reject or refuse, deny: e.g. "Clinton and Obama disagree on Florida Michigan revote", (7) to curse: e.g. "We've won some primaries, some caucuses. We've not won that nomination and we know there is another fight behind that that's going to be very, very challenging.", (8) to promise: e.g. "Obama said recently he would be facing pressure to drop out if he had last as many contests as Clinton has", (9) to apologize: e.g. A: *Would you go to see the film with me tonight?* B: *I am sorry, next time I will be ready.*

The text functions of euphemistic expression as described above are intended to provide a tool for the assessment of the effect of an expression on its immediate context.

2.2 Advantages and Disadvantages the Use of Euphemism

It is also essential to state the positive and negative impact of political euphemism which always appears in mass media both electronic and printed media. In the reform era, some politicians in Indonesia use euphemism purposely in the political campaign while they are trying to attract the attention from the public, others do not use then in the political field. Both approaches have advantages and disadvantages. The researcher might mention some of the advantages and disadvantages of each. The authority of language almost monopolizes the meaning by smoothing its meaning (euphemism) to get power legitimation (Rahardjo, 2002: 135)

In the context of politics, it goes without saying that euphemisms are used largely because some politicians are trying to avoid their loss of face. Bergen (in Clark and Rosa) as quoted by Rusman (2000: 47) states that the use of euphemism persists because “lying is a indispensable part of making life tolerable”. For instance, *our party does not face in the troubled water*, especially in using the security network fund. The dying metaphor used as euphemism is called a euphemistic metaphor. The public opinion is not impressed by the use of *denial* combined with a dying metaphor for the sake of concealing the fact that they used the JPS fund. The other forms of euphemism used are derived from the borrowed words, such as *money politic*, *lip service*, *status quo* etc. Another euphemism is derived from hyperbole. For instance, *the party is new*, and *its platform is new*. The last is derived from understatement. For example, this party is *anti-corruption*, and our party is not with its *crony* (Rusman, 2000: 48).

Recently there has been a wide interest in using euphemistic expressions that are used prevalently by Indonesian politician especially by the executive officials. For

instance, in saying the bank will be closed down or it will stop operating: *liquidation* is used in saying that and another example; the government company will be sold: *privatization* is used as euphemism. Even though the terms, such as *liquidation* and *privatization* are specific jargons of economics, they can be political euphemisms when they are used in the context of politics. Not only it is important for pleasing the public, but also it is also important to avoid the politician's face. First, the reason to use euphemism is that the users try to replace the word or words that are unpleasant to avoid the offence. Second, those who are engaged in making the mistakes, the errors and at the animosity by using euphemism. In short, euphemism is not only useful for giving the favorable impression to the public but it is also useful for hiding the dreadful fact (Burrige, 2004: 03).

On the other hand, the disadvantages are the kind of deceptive euphemism such as IMF *contribution* having a negative impact, because it is not the contribution but it is a kind of a loan from IMF. In this case, the public will be deceived by the euphemistic expression like *IMF contribution* or *IMF grants*. Therefore, we could say that is not transparent or democratic. Practicing the euphemism both individual and collective does not always make the language more beauty. Practically, euphemism always causes much new problems because it manipulates a real meaning and it can damage other people (Rahardjo, 2002: 74). It is not beneficial, but it is still emotionally needed. In this context, this kind of euphemism has a negative impact (Clard and Rosa in Rusman, 2000: 49).

In conclusion, euphemism has a negative impact, because there is a point of deception, therefore, it has many disadvantages. First, the public could be frustrated. Second, the people are deceived. In other words, the use of euphemism is not profitable in this context. For instance, the IMF *contribution* (the loan from IMF),

final solution (killing 6.000.000 people by Hitler) is deceptive euphemism. On the other hand, euphemism has many advantages. First, it is emotionally needed in with the politeness. For instance, *do you drink?* Instead of “do you take a bribe?” second, euphemism is viewed positively. For example, South Africa is *the third world country or emerging country* (poor country). Another example is *Indonesia is a developing country*. The phrase *developing country* is a euphemist, instead of *Indonesia is a debtor country*, because as we know it, Indonesia has some debts but it is much better to say *Indonesia is developing country*. However, we can use the euphemism as long as they are not misunderstood.

2.3 Interrelation between Euphemism and the Other Figure of Speech

Many euphemisms are figurative. Euphemism intersects and interrelates with the other figures speech. There are some characteristics for judging the intersections between euphemism and the other figures speech. First, euphemism is used to soften or mask upsetting truths. Second, euphemism often covers up unpleasant things. Then, euphemism is not restricted to the lexicon. There are grammatical ways of toning something down without actually changing the content of the message (Bollinger and Sears in Mazidah 2007: 22). Take the two sentences. *Tono has been known to take a campaign contribution* (a bribe) *now and then*. The first sentence is milder.

Unlike euphemism, metaphor refers to a word or an expression that uses comparison, association and relationship, and therefore, metaphors deal with both unpleasant thing such as “*air support*” a more pleasant sounding term for “bombing” or “strafing” and pleasant one, such as “expecting” meaning pregnant, the term replaces the connection to impregnate with expect. Both metaphor and euphemism interact with each other.,

Again, Wahab (in Rusman, 2000: 25) states that the term metaphor is defined as a linguistic expression that signifies a concept beyond its literal meaning. For example, *He is a lion in the flight*. *Lion* is compared with the warrior and the bravery and violence. To conclude, metaphors are larger in the scope of connotation than euphemisms, and metaphors deal with both unpleasant and pleasant things while euphemisms deal only with unpleasant and pleasant things related with the connotative meanings.

The use of metaphor is a common communicative strategy for depersonalizing what is said and allowing more indirectness (Saville-Troike, 1982: 36). In addition, aside from metaphor, there are some other figures of speech that are necessary concerned. The form of hyperbole is commonly used in euphemism. For instance, *the New York said the emergency fund would help states buy foreclosed properties and provide mortgage restructuring* are determined as a kind of euphemistic hyperbole and hyperbole is also commonly used in political campaign and advertisement (May and Nisbet, 1985 in Rusman, 2000: 25). This kind of exaggeration can be regarded as one of categories of political euphemism. Political euphemism can sometimes be achieved by two reasons; first, a descriptive promise is designed to conceal the harsh fact, fog up communication and magnify the positive aspect of the promise (Marguche in Rusman, 2000: 26).

Besides, the figure litotes often called understatement is frequently a kind of euphemism when it is used to weaken the meaning. For example “*take under advisement*” for a pompous term for consider. It is considered as a political euphemism, for some reasons. First, it is used in the context of politics of the government of a state, second, it is a kind of deception for gaining the positive attitude from the public opinion, third, it is used to cover up or conceal the harsh fact.

In verbal communication, indirectness is often expressed by using unnecessary hedging, passive construction, and indirect order. Criticism is also often couched in this form. At the level of grammatical code, using passive rather than active voice, or using impersonal pronouns, are yet other common means for indirectness (Saville-Troike, 1982: 37). Finally, the term *indirectness* is preferred rather than directness or forwardness.

2.4 Language Use in Journalism

Journalism has its own typical aspects that make it different from other written materials and other form of journalism. Anwar in Yani (2002: 28) states that the aspects primarily deal with the technique of presenting messages and information. In the form of printed material, the only way to present news and information is written symbols (letter), which are often supplied additional photograph without sounds, are motion pictures. Accordingly, the language use-in printed-journalism becomes one of the crucial means of presenting information accurately and eloquently. There is of course certain rules and codes of ethic that journalist or any writer in newspaper should comply within. The rules are because printed- journalism, and that the messages should be based upon facts and be objectives. What matters in the discussion is amount to which the use of idiom reveals intended message and certain information more precisely and clearly.

Huckin & Olsen as quoted by Yani (2002: 29) states that word conveys both basic meaning and shades of meaning. English is especially powerful in its ability to capture shades meaning. If you choose your word carefully, you will great enhance your communication. It seems that in writing or speaking communications, the

participant should choose the appropriate word to make the reader or the listener easily notice the message and the meaning of the news clearly and directly.

Leech in Yani (2002: 29) states there are four basic principles as textual rhetoric is;

a. *Processibility principle*

It makes reader easy to understand the message of writers there are three kinds of things (a) how we can divided the message came small unit.(b) how the measure of subordination and the important of every unit, and (c) how to sequence every message.

b. *Clarity Principle*

The subject is textual, so it is easy to understand. This principle supports the textual language to avoid ambiguity. If in the text there are no ambiguity sentences, it will, make the reader easier to understand what was writing in the news.

c. *Economic Principle*

The economical principle, purpose the text in short and simple without destroy and reduction the message. Short and simple text with complete message can make economic in time and energy to understand it. As limited text by section of newspaper and journalism. Thought is reconstructed, the aim is text not violet this principle. To reconstruct text with simple and short, in journalism there is many rules to reduction syntax constituent with reduction, ellipsis and pro-nomination.

d. *Iconicity Principle*

The principle is also called expressivity's principle. It suggests to the text reconstruct suitable with the message aspect. In journalism, message has causality character, it caused mentioned in the first than the effect. In fact, various types of article dairy newspaper, and its type has its own rule and style of writing although there is a

general principle writing that establishes the basis of any journalistic writing. The style of writing in news-report is different for that editorial features or essay. Moreover, idiomatic expression usually plays in the process of sending information and transferring message in all type. Moreover, Syahrir in Yani (2002: 31) argue that there is certain rule and code of ethic that journalist or any writer in journalism, the message should be basic upon fact and are objective. What matter in the discussion is the extent, to which the principle of language-use affects the choice of word expression, and whether the use of idiom reveals intended message and certain information more precisely and clearly?

In addition to up-to date news covered, well organized contain and aesthetic lay out, the language use, with include the style of news writing of choice of word, in considered important. Due to the transient of message, anonymous and heterogeneous audience, as well as limited speech, the expression news should be concise, simple, eloquence, definite and appealing as well. The simplicity and “word economy” of expression are aimed at allowing reader to immediately grasp the message. The expression should refer to existing grammatical rules, and the choice of word should keep a breast with the development of society (Anwar in Yani: 2002: 32).

Hemingway (in Yani, 2002: 32) proposed seven bases for writing journalistic report:

1. To use short sentences rather than long sentences. Long sentences will possibly lead to complicated sentences that hamper the reader to immediately message.
2. To use popular, lucid expression instead of scientific term. So that the news covered will be “communicative”.
3. To use simple and define expression. Audience is heterogeneous in level of education, interest, intellectuality, and degree of understanding and cultural values.

Thus, journalistic report should refer to average class or level by means of simple and definite expression.

4. To avoid using too many compound word. Expressing idea in long and intricate sentence may easily lead to woolly or ambiguous sentence.
5. To use active sentences pattern in place of passive one. Catchy and a live writing can mostly be achieved by using active patterns, though in some cases the passive forms may have strong impression.
6. To use concise and strong expression. Journalistic writing entails brief and effective usage of expression. The principle of “word economy” is necessary needed.
7. To use ‘positive’ word instead of the ‘negative’ ones. The positive word such as refuse or defy, meaning “do not obey or openly disobey”, are more acceptable and appropriate in journalistic coverage.

Semy as quoted by Yani (2002: 33) accounts of journalism and the principle of language use in particular. Journalistic reports like any other form of writing have an introduction which is considered significant to attract audience attention. The introduction consists of title (headline) and lead, its serve and the subject, abstract, and summary together. Title and lead are revised to allow the reader to immediately grace to message, and to interest them as must as possible to read to coverage. Both the title and lead have their own principle of usage. Anwar in Yani (2002: 34) suggests that the title should be concise and in the form of active sentence pattern. It is supposed to have a verb to make it “a live” and properly summarize the coverage. He than adds that a title should: (1) summarize the subject of coverage briefly and the definitely, (2) focus on the fact of coverage, (3) content “verb”, (4) be concise, dynamic and in the form of active sentence pattern.

Intro and lead is designed to summarize the coverage, to give further the tail as well as to elicit essential fact in the coverage. Assegaf in Yani (2002: 34) purpose three kinds of lead: (1) exclamation, (2) quotation (3) contrast. The basic elements with should be included in a lead are briefly noun as “5w+ 1h” (what, where, when, who, why+ how). Thus, a good lead should be easy-to-digest, brief, concise, and use simple sentence pattern. At present, the 5w+ 1h principle is thought as being too long and therefore made brief only crucial elements are included. “ Today, since reader are in hurry and, besides have, wide diversity of interest the headline “title” must tell them weather they should read further or skip it” (Steigleman in Yani, 2002:35). Writing title in newspaper is difficult job for the writer. They should choose the appropriate word to represent its news. It also must covey a maximum of information with minimum language symbols. The title should construct of language that the reader can easily understand. River as quoted by Yani (2002: 35) states that “writing a title is both easier and harder than writing headlines. First, it is easier because a title need not summarize. Second, white space around a title usually attractive, so an editor can write a shot title without about capturing the lead of an article exactly”.

There are six elements of a good journalistic report purpose by Semy as quoted by Yani (2002:37) that it should be;(a) clear, (b) brief, (c) direct, (d) objective,(e) simple, (f) various. A “clear” report is communicative report that enables audience to have a secure grace of the message. It is “brief” in the sense that news “report contain only the crucial information the readers want to know. “direct” writing refers to a straight-to-the-point report with equivocal or colorful expression. The use of connotative and euphemistic terms should be avoided for they may lead to ambiguity. The language of journalism is shall neither scientific nor literary.

A news report should also be “objective” in the sense that it reveals only the fact, not imagination or personal opinion. A “simple” report import facts or events in a simple way that it is easy to follow. “various” pattern of writing is considered an important means of giving coverage ‘vitality’. A various report can be achieved by using short and long sentences, varying term of expression and adopting both cliché and popular expression (Assegaf in Yani, 2002: 38).

2.5 Interpretation of Euphemism in News Media

As illustration mentioned in above that political euphemism is and how judge the political euphemism in a specific context. This section continuous discussion and this section also describe what appropriate devices, which are used in interpreting the political euphemism in greater detail. The term of *interpretation refers* to something that is different from more decoding a text. Interpretation involves the imposition of one’s own knowledge, experience, belief and expectation on what one reads (Kachru in Rusman, 2002: 27). Van Dijk (1984) states that discourse analysis of news is not limited to textual structures. The textual structures in news media express or signal various underlying meanings, opinions, and ideologies.

In order to show how these underlying meanings are related to the text, the analysis of cognitive, social, political and cultural context must be continued. The cognitive approach is premised on the fact that text do not have meanings, but are assigned meaning by language users, or, to be precise by mental process of language users. A few theoretical notions are necessary to explain what mental structures and processes are involved.

First, in textual understanding the meaning of the text itself strategically constructed and represented as *a text representation*. Second, language users, a hence

journalists and readers, have a unique personal interpretations of the news events referred by the text. Therefore, the interpretation and purpose of reader and journalist or news reporter will be different.

However, the interpretation of euphemism in news media is also build upon situational context and discourse type, which can be analyzed based on the following dimensions (1) “*What’s going on?*”, this term subdivided into activity, topic and purpose. In this case, what news event is going on ?” (2) “*Who’s involved?*” it deals with subject positions and associated with the speaker, addressee, and etcetera. (3) “*In what relations?*” it deals with in terms of what relationships of power, social distance, and so forth are setup and enacted in the situations. (4) “*What’s the role of language?*” language in this sense not only determines its genre but also its channel, whether spoken or written language is used (Fairclough, 1989: 47-48).

2.6 The Reason to Adopt the Brown and Yule’s Devices

There are four reasons to adopt the Brown and Yule (1983: 326) devices the use of political euphemism is achieved through many sources, such as denial, hyperbole, acronyms, litotes (understatement) and metaphor. There are fur reasons to adopt the Brown and Yule’s devices in interpreting euphemism. First, the brown and Yule’s devices are appropriate to the comprehension of euphemism. To a certain extent, it is more specific in differentiating the euphemistic expression. Second, it covers three devices are the most appropriate in interpreting the fixed political expressions, namely co-text, mental mode, topical framework, knowledge of the world. Third, it has been used by many discourse analyst researchers and proved to be appropriate for analyzing the euphemistic expression. Fourth, the brown and Yule’s

devices are decided to be appropriate in interpreting some sources of euphemisms in this study. It is due to the fact that euphemisms are much depends upon the context.

2.7 Context Co-Text and Text

2.7.1 Context

Every people should consider that the meaning of a word is simply projected into the token that carries it or we can say that the meaning is not made by language alone. Brown and Yule's (1989: 25) state that we have constantly referred to the environment, circumstance, or context in which in language used. In speech it is accompanied by gesture, postural, polemic, situational and paralinguistic information. It is important to note that the concept, which gives word its meaning is only joined the words is in itself, just a symbol that must have a concept attached to it by the person who speaks or writes the word, and by the person who hears reads the words. So, it is that the meaning, which a word has, totally subject dependent, both from the standpoint of the person who hears or reads it.

The meaning of text depends very much on the context and discourse, which carries it, since all of them are bound tight together. Cook in Ermayani as quoted by Syaifulloh, 2002: 16 says the text is all of the linguistic form, not only the printed words, but also all of the communicative expression, such as; speech, music, picture, etc, while context include all of the situation from out of the text which influence the language use, such as; language users and situation where the language is used or produced. In addition, discourse consists of text and context all together. Furthermore cook asserts that the concern of discourse analysis is describing text and context all together in the process of communication.

There are four kinds of context in communication or in the language use that is Physical Context, Epistemic Context, Linguistic Context and Social Context.

Physical context refers to the place where the conversation happens, the objects presented in communication and the action of language users in communication.

Epistemic context is the background of knowledge shared by both speaker and hearer.

In addition, Linguistic Context Consists of utterances previous to the utterance under consideration in communication, the last is Social Context, which means the social relationship and setting of speaker and hearer (Sobur in Syaifulloh, 2002: 16).

Understanding the context of situation is essential particularly for journalist in writing their news. Understanding the context will help the journalists to be avoided from the bias and prejudice in presenting their news to the readers for readers usually encode and decode the information differently. They will interpret and understand the information based on their behavior, knowledge, experience and their intellectual capacity. So, by understanding the context of situation, the writers will make their readers easier to understand their intended message. Brown and Yule (1983: 37) say that the context of situation is best used as suitable schematic construct to apply language events. In addition, Firth in Ariani as quoted by Syaifulloh (2002: 17) says that language is only meaningful in its context of situation, he asserts that the descriptive process must begin with the collection of a set of contextually defined as the (mentally represented) structure of those properties of the social situation that are relevant for the production or comprehension of discourse. It consists of such categories as the overall definition of the situation, setting (time, place). On going actions (including discourse and discourse genres), participant in various communicative, social or institutional roles as well as their mental representation; goals, knowledge, opinion, attitudes and ideologies (Van Dijk in Ermayani: 2003: 27).

2.7.2 Co-text

Halliday (in Brown and Yule, 1983: 46) states that co-text means the words occur in discourse are constrained by what. It is, however, the case that any sentence other than the first in a fragment of discourse will have the whole of its interpretation forcibly constrained by the preceding text.

. Allan and Burridge (1991:237) state that utterance link up with their co-text by including devices to mark topic continuity, like pronouns and anaphoric expression. As a result, co-text is an appropriate device in interpreting euphemism. Allan and Burridge (1994: 4) state that the understanding a text, more specifically euphemism, the clause around the euphemism around the euphemism is needed to understand euphemism properly.

In conclusion, in understanding euphemism, the co-text plays an important role. By context is meant, the term that denotes the linguistic context of a given expression (the text that surrounds it)

2.7.3 Text

Text can be said as the representation of discourse. The world text is simply a convenient term to label the units of written language that we deal everyday from notices to newspaper articles; album or CD sleeves note, textbooks or even cookery recipes. Besides, there is also spoken text, but when we analyze them we will be looking at them in written form. Rocoer in Ermayani as quoted by Syaifulloh (2003: 28) says that the text is spoken language implemented into written form. Furthermore, Halliday and Hassan in Ariani as quoted (2002: 14) say that the text can be in the form of spoken or written, prose or verse, dialogue or monologue, it may be anything

from a single proverb to a whole play, from a momentary cry to help to an all day discussion on a committee.

Language users employ text to convey their message to other people, since it is a set of sign which is transmitted from the sender to the receiver through the specific codes, those codes are interpreted by the receiver to arrive at the speaker's or writer's intended message. Besides, text refers to the verbal record of communicative act (Brown and Yule, 1983: 6).

In the linguistic theory what is meant by text is not more than groups of letters, words and sentences which use conventional sign system which it can reveal its intended message (Sobur in Syaifulloh, 2002: 14). In addition, sentences are always hang together and interconnected in a text. It means that sentences display some kind of mutual dependences, they are not occurring at random. Besides, a text must be coherent as well as cohesive- that the concept and relationship expressed should be relevant to each other- thus enabling us to make plausible inferences about the underlying meaning, since the meaning of text is conveyed not by single sentences but by more complex exchange in which participant's beliefs and expectation, the knowledge they share about each other and about the world and the situation in which they interact, play a crucial part.

A text consists of structured sequence of linguistic expression or constitutive rules. It means that a text should provide a list of constitutive rules by which a text is brought into being and is read as a text. A text should consider the cohesion (how do clauses hold together), coherence (how do the propositions hold together), intentionality (why did the speaker/writer produce this), acceptability (how does it tell us), relevance (what is text for and intertextuality (what other texts does this one

resemble. So, a text is structured sequence of linguistic expression forming a unitary whole (Edmondson in Syaifulloh, 2002: 15)

2.8 The Previous Studies

These previous studies are related to the topic. The first research was “*Political Euphemism In News Media*”, written by Rusman (2002). He studied the associative meaning in Indonesia and America English vocabulary. He focused on pragmatic, lexical perspective and discussed the uses and meanings of euphemism in term of denials, refusal, etc.

Abidin (2003) also conducted the research related to euphemism. He wrote “*Euphemistic Expression Used in Kompas During World Cup 2002*”. The third research was “*A Study on Euphemism Used in the Headlines of Kompas Newspaper*”, written by Ermayani (2003). Another research which is also related to euphemism was done by Mazidah (2007), she wrote “*A Study on Euphemism Used In Newsweek Magazine*”. The similarities with previous research is study about types, styles and function of euphemism that proposed by Allan and Burridge. In addition, the difference is the researcher uses media electronic to collect the data.

Studying the previous studies above, the researcher would like to discuss about euphemism used in political article in reuters.com. Those previous studies have relationship with this topic. So the researcher uses the as the source or the comparison of her study.

CHAPTER III

RESEARCH METHOD

This chapter presents the research methodology and the procedures designed to answer the research question. The discussion covers: the research design, data sources, data collection, data analysis, research instrument and triangulation.

3.1 Research Design

In this research the researcher observes euphemism used in the political articles in reuters.com. The researcher uses descriptive qualitative research in this research, because the data of this study are in the form of utterances or words, which were not statistically analyzed. As stated by Newman (in Mazidah, 2006) that qualitative data tends to be in the form of words and sentences than numbers. In relation to the design of this study, Ary (1979) states that descriptive research was designed to obtain information concerning the current status phenomena. They are directed toward determining the nature of situation, as existed at the time of study. This research described the types, the styles and the function of euphemism used in political article in Reuters .com.

3.2 Data Source

The data source of this research is Reuters.com on March 1 through March 31, 2008, because on that duration America has been holding presidential primaries election. The data of this research are the headline of political articles in reuters.com, which involve political topics based on the types of euphemism, the styles of

euphemism and the functions of euphemism. Besides, the researcher also uses informant to strengthen the first data source. The curriculum vitae is included in the appendix.

3.3 Data Collection

The data of this research were taken from written words in the headlines of political articles in Reuters.com. To collect the data, the researcher did these following steps: first, the researcher looked for the headlines of political articles in Reuters.com consist of many euphemisms published from March 1 to March 31, 2008. Second, she selected fifteen headlines among political articles, which are related with political topics than read and understood the headline of political articles in reuters.com. The last, she classified the data systematically in accordance of the statement of the problems.

The researcher intended in analyzing the headlines of political article in Reuters.com on March 1 2008 up to 1 March 31 2008. On that duration there are two special topic issues concerning presidential primaries election in Democrat party.

3.4 Data Analysis

After the data have been collected, they are analyzed into the following steps: first, the researcher categories the data into fifteen categories which are in accordance the headlines based on the types of euphemism, styles of euphemism and functions of euphemism. Second, discuss fifteen headlines, which involve euphemism of the Reuters.com (they are related with political topics), the third draw a conclusion based on the result of the research.

3.5 Research Instrument

Research instrument is very important to obtain the result of the study. It is a set of methods, which is used to collect the data. The key or main instrument of this study is the researcher herself. She spends a great deal of time for reading and understanding political article in reuters.com especially its headlines that aimed to find out the types of euphemism, the styles of euphemism and the functions. Here, the researcher used field note to write some headlines from March 1 to March 31, 2008. Not all headlines were written by the writer, the researcher only took notes on headlines which are related with political topics.

3.6 Triangulation

In this research, triangulation was used to strength the data and supports the findings. Mills (1998) states “triangulation is of mind”. It means that the researcher herself set out to collect the data, recheck the analysis with double check findings, using multiple sources. Furthermore Denzim (Steinbach: 1998) identifies several types of triangulation, three of them are triangulation of data sources which involves the convergence of multiple data sources, methodological triangulation which involves the convergence of data from multiple data collection procedures, and investigators triangulation which involves multiple research in an investigation.

In this research, the researcher used triangulation of data sources and methodological triangulation concerning with investigator triangulation. The researcher used one informant to check the data she got from Reuters.com. The curriculum vita is in the appendix.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter is only confined to the straightforward discussion and interpretation of the study. As has been mentioned in the chapter III, the data of the study are euphemism used in reuters.com. The writer would like to enroll out her finding about types, styles, and functions of euphemism.

4.1 Data Presentation

In addition, based on the data analysis on the headlines of reuters.com, which was published from March 1 up to March 31, 2008, the researcher selects fifteen headlines involve political topics. The findings are presented as the followings:

4.1.1 The Data From The First Category

Data 1:

Tokyo, Tuesday, March 4th 2008

“Obama thanks supporters in namesake Japanese town”

Based on the preceding discussion, the word “*namesake Japanese town*” can be classified into euphemism type eleventh. It is *metonymy*. Metonymy refers to the naming only a part, such as the inventor of the owner since the naming is closely related. The word “*namesake Japanese town*” refers to Mayor Toshio Murakami of Obama city in central Japan.

Moreover, this headline uses *consultative style*. It indicates a level of language in a formal situation. In this case, Barack Obama has the same name with one of Japanese town.

In addition, the function of this headline is *to inform*. Here. The writer conveys new information that the Mayor of the sleepy Japanese fishing part of Obama received a letter of thanks from him, because Obama's name has written twice in the past year, enclosing gifts of chopsticks and a good luck charm.

Data 2:

Chicago, Wednesday March 5th 2008

“Obama says he’ll push back against Clinton”

Based on preceding discussion, the word “*push back*” uses type of euphemism namely *hyperbole*. Hyperbole is overstatements make to effect not intend be taken literally. “push back” in this headline is a euphemism from words “do more aggressive approach”. In this case, Barack Obama is going to do more aggressive approach with Hillary Clinton as his rival for Democratic presidential nominations.

In addition, style of euphemism this headline is *formal style*. In accordance with the word “push back” indicates to formal language, which is usually used in the constitution. Formal style means an expression functioning as a single unit and which meaning can not be worked out from its separate parts.

Indeed, the function of this headline is *to inform*. It means that the writer conveys the information that Obama promised a more aggressive approach in his battle with Hillary Clinton for the Democratic Presidential nomination.

Data 3:

Berlin, Thursday March 6th 2008

“Obama wins over hearts and minds in Europe”

Metaphor is pervasive in everyday life, not just in language but also in thought and action. It also indicates something that is different from literal meaning. In this headline, *metaphor* is to be the word “*hearts and minds*”. The word “hearts and minds” here mean a part body of human being. In addition, the word “hearts and minds” here means Barack obama’s presidential candidacy as a favorite of the people and media.

From the headline above, style is considered as *consultative*. It indicates a level of language in a formal situation. In this case, Germans are in love with Obama as democrat presidential candidate.

The function of this headline is *to inform*. The writer conveys new information that barrack Obama gets full attention from Germans.

Data 4:

Chicago, Friday March 7th 2008

“Obama aide quits over Clinton “monster” comment”

In this headline, *metaphor* is to be the word “*monster*”. “monster” is a euphemism from the word “*stooping anything*”. Metaphor is pervasive in everyday life, not just in language but also in thought and action. It also indicates something that is different from the literal meaning.

Style of this headline is *intimate style*. Here, the writer gives information more important than wording or grammar; it is private vocabulary (means non public). In addition, the function of this headline is *to inform*. In this case, the writer conveys new information that Obama aide resigned from his role as an adviser to the Obama.

Data 5:

Washington, Thursday March 13th 2008

“Obama blast McCain on tax stance”

Based on preceding discussion, the word “*blast*” uses type of euphemism namely *hyperbole*. Hyperbole is overstatements make to effect not intend be taken literally. The word “blasts” is too hard in this headline. In this case, this connotation is addressed to McCain as the Republican nominee. The writer used hyperbole type of euphemism in the headline above. The word “blasts” is to substitute “against”.

In addition, style of euphemism this headline is *frozen style*. Frozen language usually is used to sharpen the communication. However the word “blasts” is used to make exaggerated statement. It means against. In this case, democrat barrack Obama takes aim to against Republican John McCain on tax stance.

Moreover the function from this headline is *to convince*, means the writer make certain new information about issue in society that Barack Obama is going to against Republican John McCain on tax stance.

Data 6:

New York, Friday March 14th 2008

“Democratic presidential candidates on economy”

Based on preceding discussion, the word “*democratic presidential candidate*” uses type of euphemism namely *synecdoche*. Synecdoche is a statement to reveal the general to specific. Democratic presidential candidates refer to barrack Obama and Hillary Clinton.

In addition, style of euphemism this headline is *formal style*. Formal style is commonly used in the constitution. According to the headline above, the word “democratic presidential candidates” means both of presidential candidates of democrat party give some recent comments on economic policy.

Moreover the function from this headline is *to criticize*. It refers to the critical opinion of the writer about news information in society. In this case, Hillary Clinton and Barack Obama are going to give some recent comments on economic policy from the democratic presidential candidates.

Data: 7

Texas, Saturday March 15th 2008

“Obama says US should not meet with Hamas.”

Based on the preceding discussion, acronyms are proper words created from the initial letter or two of the words a phrase pronounced like. By contrast, abbreviations do not from proper words, and so they are pronounced as stings of letters.

The word “US” is called *abbreviation*. “US” means United States. Moreover, the word “*should not meet*” uses type of euphemism namely *litotes*. The word “should not meet” to substitute “shun”

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. In this case Democrat Barack Obama says US shun contact with Islamic militants of Hamas in its Middle East peace diplomacy.

The function of this headline is *to inform*. The writer conveys new information that Barack Obama states United States shun contact with Hamas.

Data 8:

Washington, Sunday March 16th 2008

“ Clinton, Obama backers one down rhetoric ”

According to the preceding discussion, the word “*Clinton, Obama*” can be classified into *association engineering*. It shows the changing semantic or meaning of the words or phrase. Moreover, meaning can be classified into connotative meaning; “*Clinton*” is nickname of Hillary Clinton who is democrat party president nominee. “*Obama*” is a nickname of Barack Obama that is democrat party nominee too.

Based on the theory of euphemism, the word “*tone down rhetoric*” is included in *idiom*. Idiom is an expression functioning as a single unit whose meaning can not be worked out from its separate parts. In this term “*tone down rhetoric*” means smart in speech.

According to the style of euphemism, this headline uses *formal style*. In accordance with the word “*tone down rhetoric*” indicates to formal language, which is usually used in the constitution. Based on the headline above, the word “Clinton,

Obama backers tone down rhetoric” indicates idiom. In this case means Hillary Clinton and Barack Obama are going to be smart to deliver their speech.

In addition, the function of this headline is *to inform*. Here, means that the writer conveys the fact that both of them will be smart in delivering speech.

Data 9:

Washington, Monday March 17th 2008

“Clinton struggles with loss of black support”

Based on the preceding discussion, the word “*black support*” uses type of euphemism namely *metonymy*. Metonymy refers to the naming only a part, such as the inventor of the owner since the naming is closely related. Black support refers to African Americans. The writer just mentions ‘black support’. In this case, from the context above we know that the word ‘black support’ means African Americans,

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. Here, Hillary Clinton faces trouble because she losses of African Americans to support her.

The function of this headline is *to reject or refuse*. The writer conveys new information about rejection that democrat Hillary Clinton struggles with loss of African Americans.

Data: 10

Washington, Wednesday March 19th 2008

“First lady records show Clinton promoted NAFTA”

According to this headline, the word “*first lady*” uses *synecdoche*.

Synecdoche is a statement to express specific to general or general to specific. The

word first lady refers to Hillary Clinton as democratic presidential candidate.

Moreover the word “NAFTA” refers to acronym and abbreviation. Acronyms are proper words created from initial letter or two of the words or phrase pronounced like other words, by contrast, abbreviations do not from proper words, and so they are pronounced a string of letters. The word “NAFTA” is called by acronyms. “NAFTA” means North American Free Trade Agreement.

Based on the style euphemism, this headline is *consultative style*. It indicates a level of language in a formal situation. In this case shows that Hillary Clinton argues that the North American Free Trade Agreement needs to be renegotiated.

The functions of this headline is *to inform*. Here, the writer conveys new information that Hillary Clinton as democratic presidential candidate argues that the North h American Free Trade Agreements needs to be renegotiated.

Data 11:

Washington, Thursday March 20th2008

“Obama eyes active role in oil markets”

The word “eyes” can be classified into *metaphor* which indicates something different from literal meaning. The word “eyes” means “give full attention”. In this case, Democrat Barack Obama would take an active role in oil markets.

Style of euphemism in this headline is *frozen style*, based on the style of euphemism; frozen style is commonly used in the constitution. It is regarded that the word “eyes” is usually used in constitution, means give full attention.

The function of this headline is *to inform*. The writer conveys new information that Barack Obama would take an active role in U.S oil markets as president, solving problems about the dominance of large oil companies.

Data 12:

New York, Sunday March 23rd 2008

“Clinton and Obama rest up for long haul –haul race”

According to preceding discussion, the words “*Clinton and Obama rest up*” are to be *associative engineering*. Associative engineering that shows the changing semantic or meaning of the words or phrases. Moreover, meaning can be classified into connotative meaning and denotative meaning. Based on the theory of euphemism, associative engineering refers to the connotative meaning; it refers to the meaning of what is referred to “Clinton” is nickname of Hillary Clinton who is the

first female U.S president nominee. “Obama” is a nickname of Barack Obama that is the first black U.S president nominee.

Based on preceding discussion, the words “*long-haul race*” is included in *idiom*. Idiom is an expression functioning as a single unit whose meaning can not be worked out from its separate parts. In this term ‘long-haul race’ means getting full attention from race. Long haul race is euphemism to substitute ‘getting full attention from race’.

According to the style of euphemism, this headline uses *formal style*. In accordance with the word “rest up or long – haul race” indicates to formal language, which is usually used in the constitution. Furthermore, many idioms are in formal language. According to the headline above, the word “Clinton and Obama rest up for long haul race” indicates idiom it means Clinton and Obama take a much – needed rest from their presidential campaign.

In addition, the function of this headline is *to inform*. It means that the writer convey the fact that Hillary Clinton and barrack Obama are going to stop their presidential campaigns on Easter as their tight race for the democratic nomination looked set to d rag on for months.

Data 13:

Greensburg, Wednesday March 26th 2008

“Clinton says US should be forceful on Tibet”

According to the preceding discussion, the word “*US*” is to be *acronym and abbreviation*. Acronyms are proper words created from initial letter or two of the words a phrase pronounced like. By contrast, abbreviations do not from proper words,

and so they are pronounced as strings of letters. US is called by abbreviation that means United States. Moreover, the word “*should be forceful*” use type of euphemism namely *circumlotion*. Circumlotion means saying in many words what may be said in a few words. The word “should be forceful” to substitute “should be forceful in speaking not against the violence”.

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. In this case Hilary Clinton says US administration should be more forceful about the Tibet issue.

Indeed, the function of this headline is *to inform*. It means that the writer conveys that Hillary Clinton suggests us to be strong to face the violence in Tibet.

Data 14

Winston, Friday March 28th 2008

“Clinton walks tightrope on strength and emotion”

Moreover, the word “*walks*” uses *metaphor*. Metaphor is indicated something different from literal meaning. Metaphor is pervasive in everyday life not just in language but also in thought and action. The word “walks” on the headline above means Hillary Clinton feels nervous in running for the democratic nomination to contest November’s presidential election with barrack Obama as her rival.

Frozen style indicates a level of language considered very formal. Moreover, frozen language is commonly used in the constitution. Based on the style of euphemism, the headline above uses *frozen style* because the word “walks” is usually common in the constitution.

The function of this headline is *to evaluate*. It means the writer conveys new opinion that Hillary Clinton feels nervous to face barrack Obama as her rival. To face the democratic nomination to contests November's presidential election.

Data 15:

Washington, Sunday March 30th 2008

“Democrats face summer of bitter infighting”

The word “*democrats*” in this headline can be classified into *metonymy* type. Metonymy refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. In this case “democrat” refers to barrack Obama who would be the first black president and Hillary Clinton who would be the first woman president to face presumptive Republican nominee John Mc Cain in the November election. In addition, the word “*bitter*” in this headline is called euphemism type one, it refers to *metaphor* that indicates something different from literal meaning. The word “bitter” above is not meant by taste of food but “trouble”.

The style of this headline is *consultative style*. Consultative style indicates a level of language in a formal situation. In this case, both of democrat president nominee face trouble in summer.

The function of this headline is *to inform*. The writer conveys new information that barrack Obama and Hillary Clinton have trouble in summer to face presumptive Republican nominee John Mc Cain in the November election.

Types, styles and functions of euphemism

No	Headline	Type of euphemism	Style of euphemism	Function of euphemism
1.	<p>Tokyo, Tuesday 4th March 2008</p> <p>“Obama thanks supporters namesake Japanese town”</p> <p>✓ Namesake Japanese town</p>	Metonymy	Consultative style	To inform
2	<p>Chicago, Wednesday 5th March 2008</p> <p>“Obama says he’ll push back against Clinton”</p> <p>✓ Push back</p>	Hyperbole	Formal style	To inform
3	<p>Berlin, Thursday 6th March 2008</p> <p>“Obama wins over hearts and minds in Europe”</p> <p>✓ Hearts and minds</p>	Metaphor	Consultative style	To inform

4	<p>Chicago, Friday 7th March 2008</p> <p>“Obama aide quits over Clinton “monster” comment”</p> <p>✓ Monster</p>	Metaphor	Intimate style	To inform
5	<p>Washington, Thursday 13th March 2008</p> <p>“Obama blasts Mc Cain on tax stance”</p> <p>✓ Blasts</p>	Hyperbole	Frozen style	To convince
6	<p>New York, Friday 14th March 2008</p> <p>“Democratic presidential candidates on Economy”</p> <p>✓ Democratic presidential candidates</p>	Synecdoche	Formal style	To criticize

7	<p>Texas, Sunday 15th March 2008</p> <p>“Obama says US should not meet with Hamas”</p> <ul style="list-style-type: none"> ✓ US ✓ Should not meet 	<p>Acronyms and abbreviation</p> <p>Litotes</p>	<p>Consultative style</p>	<p>To inform</p> <p>To inform</p>
8	<p>Washington, Sunday 16th March 2008</p> <p>“Clinton-Obama backers tone down rhetoric”</p> <ul style="list-style-type: none"> ✓ Clinton-Obama ✓ Tone down rhetoric 	<p>Association engineering</p> <p>Idiom</p>	<p>Formal style</p>	
9	<p>Washington, Monday 17th March 2008</p> <p>“Clinton struggles with loss of black support”</p> <ul style="list-style-type: none"> ✓ Black support 	<p>Metonymy</p>	<p>Consultative style</p>	<p>To reject</p>
10	<p>Washington, Wednesday 19th march 2008</p> <p>“First lady records show Clinton promoted NAFTA”</p> <ul style="list-style-type: none"> ✓ First lady 	<p>Synecdoche</p>	<p>Consultative style</p>	<p>To inform</p>

11	<p>✓ NAFTA</p> <p>Washington, Thursday 20th March 2008</p> <p>“Obama eyes active role in oil markets”</p> <p>✓ Eyes</p>	<p>Acronym and abbreviation</p> <p>Metaphor</p>	Frozen style	To convince
12	<p>New York, Sunday 23rd March 2008</p> <p>“Clinton and Obama rest up for long-haul race”</p> <p>✓ Clinton and Obama</p> <p>✓ Long haul-race</p>	<p>Associative-engineering</p> <p>Idiom</p>	Formal style	To inform
13	<p>Greensburg, Wednesday 26th March 2008</p> <p>“Clinton says US should be forceful on Tibet”</p> <p>✓ US</p> <p>✓ Should be forceful</p>	<p>Acronym and abbreviation</p> <p>Cirloomcution</p>	Consultative style	To inform

14	<p>Winston-Salem, Friday 28th march 2008</p> <p>“Clinton walks tightrope on strength and emotion”</p> <p>✓ Walks</p>	Metaphor	Frozen style	To evaluate
15	<p>Washington, Sunday 30th March 2008</p> <p>“Democrats face summer of bitter infighting”</p> <p>✓ Democrats</p> <p>✓ Bitter</p>	<p>Metonymy</p> <p>metaphor</p>	Consultative style	To inform

4.2 Discussion

Essentially, the existence of euphemism is used to hide unpleasant idea to avoid losing face in communication. Furthermore, the used of euphemism is used in communication in order to get the deep information or message behind the word, phrase or sentence which contain euphemism. Based on the illustration of data analysis stated previously, there are some variations on the aspect of euphemism that are formed of the headline of the reuters.com. Moreover, this section discusses about the finding that have been found in the previous section. In addition, the researcher found fifteen headlines which is involved euphemism of the reuters.com. Moreover the researcher analysts the data based on the types of euphemism, styles of euphemism and functions of euphemism.

In addition, the researcher finds nine types of euphemism, four styles of euphemism and five functions of euphemism are used in the headline of reuters which is published on March 1 up to 31 March 2008. Metonymy refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. For example the word “namesake Japanese town”.

Moreover, hyperbole that means exaggerated statements made for effect not intends to be taken literally. In addition, the researcher found the words “*push back*”, “*blasts*”, as a field of this research. Furthermore, metaphor indicates something different from the literal meaning. For instance, the words “*monster*”, “*hearts and minds*”, “*eyes*”, “*walks*”, and “*bitter*”. Moreover, synecdoche express general to specific or specific to general statement, it is included in the words “*democratic presidential candidates*”, “*first lady*”. Acronym is proper words created from the initial letter or two of the words in phrase pronounced like other words. Such as

NAFTA. By contrast, abbreviation means not from proper words and so it is pronounced as strings of letter, for example: “*US*”. Association engineering shows the change of semantic or meaning of the words or phrases and meanings can be classified into denotative meaning and connotative meaning. It can be found in the word “*Clinton and Obama rest up*”. Idiom refers an expression functioning as a single unit whose meaning can not be worked out from its separate parts. For instance “*tone down rhetoric*”.

Furthermore, circumlocution means saying in many words what may be said in a few words. For example the word “*should be forceful*”

In addition, the researcher also found styles of euphemism are used in the headline of reuters.com. the styles are; frozen style, formal style, intimate style, and consultative style. Moreover, frozen language is commonly used in the constitution and identifies roles or social positions. For example; “*Obama eyes action role in oil markets*”, “*Obama blasts McCain on tax stance*” and “*Clinton walks tightrope on strength and emotion*”. Second style is formal style, that is an expression functioning as a single unit and whose meaning can not be worked out from its separate parts and many idioms are in the formal style. For examples; “*Obama says he’ll push back against Clinton*”, “*Clinton-Obama backers tone down rhetoric*”, “*Clinton and Obama rest up for long-haul race*”. The third style is intimate style, it means non public, intonation more important than wording or grammar, and it is private vocabulary, and for instance “*Obama aide quits over Clinton “monster” comment.*”

Moreover, the researcher also found functions of euphemism are used in the headlines of reuters.com. they are to inform, it means that the writer conveys new information to the readers in political party. For examples: “*Obama thanks supporters in namesake Japanese*”, “*Obama says he’ll push back against Clinton*”, “*Obama*

wins over hearts and minds in Europe”, *“Obama says US should not meet with Hamas*”, *“Clinton, Obama backers tone down rhetoric*”, *“first lady records NAFTA*, *“Clinton and Obama rest up for long-haul race*”. To convince, it means that the writer make certain new information about issues in society. For examples: *“Obama blasts McCain on tax stance*”, *“Obama eyes active role in oil markets*”. Moreover, to criticize, it refers to the critical opinion of the writer about news information in society. For example; *“democratic presidential candidates on economy*”. To reject or refuse, it means that the writer conveys new information about rejection. For instance *“Clinton struggles with loss of black support*”, and the last is to evaluate, it means that the writer conveys new opinion, for example *“Clinton walks tightrope on strength and emotion*”.

In conclusion from the data analysis, which have been analyzed and discussed previously, indicates that the headline of political articles in reuters.com tend to use euphemism in order to fulfill their wants. Moreover, in political statement is usually delivered indirectly to use euphemism in order to bet their political goal. These phenomena are considered as euphemism on journalism to present the political statement in any aspect of life. Furthermore, the psychological moment of mass media, mass media language approach and political interest of mass media language influence the used of euphemism in journalism.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter will conclude the finding of this study and gives some suggestions to other researchers who want to do research in the same subject.

5.1 Conclusion

Euphemism used in the headline of political article in reuters.com from 1 march through 31 march 2008 can be classified into types, styles and functions. From thirteen types, five styles and four functions of euphemism. The writer found nine types, four styles and five functions of euphemism.

According to the type of euphemism, the researcher found nine types of euphemism. Those types were: Metonymy, Hyperbole, Metaphor, Synecdoche, Acronym and abbreviation, Litotes, Association engineering, Idiom and Circumlotion. In addition, the researcher also found four styles of euphemism. Those were: Frozen style, Formal style, Intimate style, and Consultative style. Based on the function of euphemism, the researcher found five functions of euphemism. Those were: to inform, to convince, to criticize, to reject or refuse, and to evaluate.

As far as we concerned, politics it self is mass of lies. And as matter of fact, politician dislikes displeasing others if they can avoid it. That is why euphemism will suffer. In other words, euphemism is good instrument to avoid the loss of face.

Moreover, this headline uses *consultative style*. It indicates a level of language in a formal situation. In this case, Barack Obama has the same name with one of Japanese town.

In addition, the function of this headline is *to inform*. Here. The writer conveys new information that the Mayor of the sleepy Japanese fishing part of Obama received a letter of thanks from him, because Obama's name has written twice in the past year, enclosing gifts of chopsticks and a good luck charm.

Data 2:

Chicago, Wednesday March 5th 2008

“Obama says he’ll push back against Clinton”

Based on preceding discussion, the word “*push back*” uses type of euphemism namely *hyperbole*. Hyperbole is overstatements make to effect not intend be taken literally. “push back” in this headline is a euphemism from words “do more aggressive approach”. In this case, Barack Obama is going to do more aggressive approach with Hillary Clinton as his rival for Democratic presidential nominations.

In addition, style of euphemism this headline is *formal style*. In accordance with the word “push back” indicates to formal language, which is usually used in the constitution. Formal style means an expression functioning as a single unit and which meaning can not be worked out from its separate parts.

Indeed, the function of this headline is *to inform*. It means that the writer conveys the information that Obama promised a more aggressive approach in his battle with Hillary Clinton for the Democratic Presidential nomination.

Data 3:

Berlin, Thursday March 6th 2008

“Obama wins over hearts and minds in Europe”

Metaphor is pervasive in everyday life, not just in language but also in thought and action. It also indicates something that is different from literal meaning. In this headline, *metaphor* is to be the word “*hearts and minds*”. The word “hearts and minds” here mean a part body of human being. In addition, the word “hearts and minds” here means Barack obama’s presidential candidacy as a favorite of the people and media.

From the headline above, style is considered as *consultative*. It indicates a level of language in a formal situation. In this case, Germans are in love with Obama as democrat presidential candidate.

The function of this headline is *to inform*. The writer conveys new information that barrack Obama gets full attention from Germans.

Data 4:

Chicago, Friday March 7th 2008

“Obama aide quits over Clinton “monster” comment”

In this headline, *metaphor* is to be the word “*monster*”. “monster” is a euphemism from the word “stooping anything”. Metaphor is pervasive in everyday life, not just in language but also in thought and action. It also indicates something that is different from the literal meaning.

Style of this headline is *intimate style*. Here, the writer gives information more important than wording or grammar; it is private vocabulary (means non public). In addition, the function of this headline is *to inform*. In this case, the writer conveys new information that Obama aide resigned from his role as an adviser to the Obama.

Data 5:

Washington, Thursday March 13th 2008

“Obama blast McCain on tax stance”

Based on preceding discussion, the word “*blast*” uses type of euphemism namely *hyperbole*. Hyperbole is overstatements make to effect not intend be taken literally. The word “blasts” is too hard in this headline. In this case, this connotation is addressed to McCain as the Republican nominee. The writer used hyperbole type of euphemism in the headline above. The word “blasts” is to substitute “against”.

In addition, style of euphemism this headline is *frozen style*. Frozen language usually is used to sharpen the communication. However the word “blasts” is used to make exaggerated statement. It means against. In this case, democrat barrack Obama takes aim to against Republican John McCain on tax stance.

Moreover the function from this headline is *to convince*, means the writer make certain new information about issue in society that Barack Obama is going to against Republican John McCain on tax stance.

Data 6:

New York, Friday March 14th 2008

“Democratic presidential candidates on economy”

Based on preceding discussion, the word “*democratic presidential candidate*” uses type of euphemism namely *synecdoche*. Synecdoche is a statement to reveal the general to specific. Democratic presidential candidates refer to barrack Obama and Hillary Clinton.

In addition, style of euphemism this headline is *formal style*. Formal style is commonly used in the constitution. According to the headline above, the word “democratic presidential candidates” means both of presidential candidates of democrat party give some recent comments on economic policy.

Moreover the function from this headline is *to criticize*. It refers to the critical opinion of the writer about news information in society. In this case, Hillary Clinton and Barack Obama are going to give some recent comments on economic policy from the democratic presidential candidates.

Data: 7

Texas, Saturday March 15th 2008

“Obama says US should not meet with Hamas.”

Based on the preceding discussion, acronyms are proper words created from the initial letter or two of the words a phrase pronounced like. By contrast, abbreviations do not from proper words, and so they are pronounced as stings of letters.

The word “US” is called *abbreviation*. “US” means United States. Moreover, the word “*should not meet*” uses type of euphemism namely *litotes*. The word “should not meet” to substitute “shun”

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. In this case Democrat Barack Obama says US shun contact with Islamic militants of Hamas in its Middle East peace diplomacy.

The function of this headline is *to inform*. The writer conveys new information that Barack Obama states United States shun contact with Hamas.

Data 8:

Washington, Sunday March 16th 2008

“ Clinton, Obama backers one down rhetoric ”

According to the preceding discussion, the word “*Clinton, Obama*” can be classified into *association engineering*. It shows the changing semantic or meaning of the words or phrase. Moreover, meaning can be classified into connotative meaning; “*Clinton*” is nickname of Hillary Clinton who is democrat party president nominee. “*Obama*” is a nickname of Barack Obama that is democrat party nominee too.

Based on the theory of euphemism, the word “*tone down rhetoric*” is included in *idiom*. Idiom is an expression functioning as a single unit whose meaning can not be worked out from its separate parts. In this term “*tone down rhetoric*” means smart in speech.

According to the style of euphemism, this headline uses *formal style*. In accordance with the word “*tone down rhetoric*” indicates to formal language, which is usually used in the constitution. Based on the headline above, the word “Clinton,

Obama backers tone down rhetoric” indicates idiom. In this case means Hillary Clinton and Barack Obama are going to be smart to deliver their speech.

In addition, the function of this headline is *to inform*. Here, means that the writer conveys the fact that both of them will be smart in delivering speech.

Data 9:

Washington, Monday March 17th 2008

“Clinton struggles with loss of black support”

Based on the preceding discussion, the word “*black support*” uses type of euphemism namely *metonymy*. Metonymy refers to the naming only a part, such as the inventor of the owner since the naming is closely related. Black support refers to African Americans. The writer just mentions ‘black support’. In this case, from the context above we know that the word ‘black support’ means African Americans,

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. Here, Hillary Clinton faces trouble because she losses of African Americans to support her.

The function of this headline is *to reject or refuse*. The writer conveys new information about rejection that democrat Hillary Clinton struggles with loss of African Americans.

Data: 10

Washington, Wednesday March 19th 2008

“First lady records show Clinton promoted NAFTA”

According to this headline, the word “*first lady*” uses *synecdoche*.

Synecdoche is a statement to express specific to general or general to specific. The

word first lady refers to Hillary Clinton as democratic presidential candidate.

Moreover the word “NAFTA” refers to acronym and abbreviation. Acronyms are proper words created from initial letter or two of the words or phrase pronounced like other words, by contrast, abbreviations do not from proper words, and so they are pronounced a string of letters. The word “NAFTA” is called by acronyms. “NAFTA” means North American Free Trade Agreement.

Based on the style euphemism, this headline is *consultative style*. It indicates a level of language in a formal situation. In this case shows that Hillary Clinton argues that the North American Free Trade Agreement needs to be renegotiated.

The functions of this headline is *to inform*. Here, the writer conveys new information that Hillary Clinton as democratic presidential candidate argues that the North h American Free Trade Agreements needs to be renegotiated.

Data 11:

Washington, Thursday March 20th2008

“Obama eyes active role in oil markets”

The word “eyes” can be classified into *metaphor* which indicates something different from literal meaning. The word “eyes” means “give full attention”. In this case, Democrat Barack Obama would take an active role in oil markets.

Style of euphemism in this headline is *frozen style*, based on the style of euphemism; frozen style is commonly used in the constitution. It is regarded that the word “eyes” is usually used in constitution, means give full attention.

The function of this headline is *to inform*. The writer conveys new information that Barack Obama would take an active role in U.S oil markets as president, solving problems about the dominance of large oil companies.

Data 12:

New York, Sunday March 23rd 2008

“Clinton and Obama rest up for long haul –haul race”

According to preceding discussion, the words “*Clinton and Obama rest up*” are to be *associative engineering*. Associative engineering that shows the changing semantic or meaning of the words or phrases. Moreover, meaning can be classified into connotative meaning and denotative meaning. Based on the theory of euphemism, associative engineering refers to the connotative meaning; it refers to the meaning of what is referred to “Clinton” is nickname of Hillary Clinton who is the

first female U.S president nominee. “Obama” is a nickname of Barack Obama that is the first black U.S president nominee.

Based on preceding discussion, the words “*long-haul race*” is included in *idiom*. Idiom is an expression functioning as a single unit whose meaning can not be worked out from its separate parts. In this term ‘long-haul race’ means getting full attention from race. Long haul race is euphemism to substitute ‘getting full attention from race’.

According to the style of euphemism, this headline uses *formal style*. In accordance with the word “rest up or long – haul race” indicates to formal language, which is usually used in the constitution. Furthermore, many idioms are in formal language. According to the headline above, the word “Clinton and Obama rest up for long haul race” indicates idiom it means Clinton and Obama take a much – needed rest from their presidential campaign.

In addition, the function of this headline is *to inform*. It means that the writer convey the fact that Hillary Clinton and barrack Obama are going to stop their presidential campaigns on Easter as their tight race for the democratic nomination looked set to d rag on for months.

Data 13:

Greensburg, Wednesday March 26th 2008

“Clinton says US should be forceful on Tibet”

According to the preceding discussion, the word “*US*” is to be *acronym and abbreviation*. Acronyms are proper words created from initial letter or two of the words a phrase pronounced like. By contrast, abbreviations do not from proper words,

and so they are pronounced as strings of letters. US is called by abbreviation that means United States. Moreover, the word “*should be forceful*” use type of euphemism namely *circumlotion*. Circumlotion means saying in many words what may be said in a few words. The word “should be forceful” to substitute “should be forceful in speaking not against the violence”.

Style of this headline is *consultative style*. It indicates a level of language in a formal situation. In this case Hilary Clinton says US administration should be more forceful about the Tibet issue.

Indeed, the function of this headline is *to inform*. It means that the writer conveys that Hillary Clinton suggests us to be strong to face the violence in Tibet.

Data 14

Winston, Friday March 28th 2008

“Clinton walks tightrope on strength and emotion”

Moreover, the word “*walks*” uses *metaphor*. Metaphor is indicated something different from literal meaning. Metaphor is pervasive in everyday life not just in language but also in thought and action. The word “walks” on the headline above means Hillary Clinton feels nervous in running for the democratic nomination to contest November’s presidential election with barrack Obama as her rival.

Frozen style indicates a level of language considered very formal. Moreover, frozen language is commonly used in the constitution. Based on the style of euphemism, the headline above uses *frozen style* because the word “walks” is usually common in the constitution.

The function of this headline is *to evaluate*. It means the writer conveys new opinion that Hillary Clinton feels nervous to face barrack Obama as her rival. To face the democratic nomination to contests November's presidential election.

Data 15:

Washington, Sunday March 30th 2008

“Democrats face summer of bitter infighting”

The word “*democrats*” in this headline can be classified into *metonymy* type. Metonymy refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. In this case “democrat” refers to barrack Obama who would be the first black president and Hillary Clinton who would be the first woman president to face presumptive Republican nominee John Mc Cain in the November election. In addition, the word “*bitter*” in this headline is called euphemism type one, it refers to *metaphor* that indicates something different from literal meaning. The word “bitter” above is not meant by taste of food but “trouble”.

The style of this headline is *consultative style*. Consultative style indicates a level of language in a formal situation. In this case, both of democrat president nominee face trouble in summer.

The function of this headline is *to inform*. The writer conveys new information that barrack Obama and Hillary Clinton have trouble in summer to face presumptive Republican nominee John Mc Cain in the November election.

Types, styles and functions of euphemism

No	Headline	Type of euphemism	Style of euphemism	Function of euphemism
1.	<p>Tokyo, Tuesday 4th March 2008</p> <p>“Obama thanks supporters namesake Japanese town”</p> <p>✓ Namesake Japanese town</p>	Metonymy	Consultative style	To inform
2	<p>Chicago, Wednesday 5th March 2008</p> <p>“Obama says he’ll push back against Clinton”</p> <p>✓ Push back</p>	Hyperbole	Formal style	To inform
3	<p>Berlin, Thursday 6th March 2008</p> <p>“Obama wins over hearts and minds in Europe”</p> <p>✓ Hearts and minds</p>	Metaphor	Consultative style	To inform

4	<p>Chicago, Friday 7th March 2008</p> <p>“Obama aide quits over Clinton “monster” comment”</p> <p>✓ Monster</p>	Metaphor	Intimate style	To inform
5	<p>Washington, Thursday 13th March 2008</p> <p>“Obama blasts Mc Cain on tax stance”</p> <p>✓ Blasts</p>	Hyperbole	Frozen style	To convince
6	<p>New York, Friday 14th March 2008</p> <p>“Democratic presidential candidates on Economy”</p> <p>✓ Democratic presidential candidates</p>	Synecdoche	Formal style	To criticize

7	<p>Texas, Sunday 15th March 2008</p> <p>“Obama says US should not meet with Hamas”</p> <ul style="list-style-type: none"> ✓ US ✓ Should not meet 	<p>Acronyms and abbreviation</p> <p>Litotes</p>	<p>Consultative style</p>	<p>To inform</p> <p>To inform</p>
8	<p>Washington, Sunday 16th March 2008</p> <p>“Clinton-Obama backers tone down rhetoric”</p> <ul style="list-style-type: none"> ✓ Clinton-Obama ✓ Tone down rhetoric 	<p>Association engineering</p> <p>Idiom</p>	<p>Formal style</p>	
9	<p>Washington, Monday 17th March 2008</p> <p>“Clinton struggles with loss of black support”</p> <ul style="list-style-type: none"> ✓ Black support 	<p>Metonymy</p>	<p>Consultative style</p>	<p>To reject</p>
10	<p>Washington, Wednesday 19th march 2008</p> <p>“First lady records show Clinton promoted NAFTA”</p> <ul style="list-style-type: none"> ✓ First lady 	<p>Synecdoche</p>	<p>Consultative style</p>	<p>To inform</p>

11	<p>✓ NAFTA</p> <p>Washington, Thursday 20th March 2008</p> <p>“Obama eyes active role in oil markets”</p> <p>✓ Eyes</p>	<p>Acronym and abbreviation</p> <p>Metaphor</p>	Frozen style	To convince
12	<p>New York, Sunday 23rd March 2008</p> <p>“Clinton and Obama rest up for long-haul race”</p> <p>✓ Clinton and Obama</p> <p>✓ Long haul-race</p>	<p>Associative-engineering</p> <p>Idiom</p>	Formal style	To inform
13	<p>Greensburg, Wednesday 26th March 2008</p> <p>“Clinton says US should be forceful on Tibet”</p> <p>✓ US</p> <p>✓ Should be forceful</p>	<p>Acronym and abbreviation</p> <p>Cirloomcution</p>	Consultative style	To inform

14	<p>Winston-Salem, Friday 28th march 2008</p> <p>“Clinton walks tightrope on strength and emotion”</p> <p>✓ Walks</p>	Metaphor	Frozen style	To evaluate
15	<p>Washington, Sunday 30th March 2008</p> <p>“Democrats face summer of bitter infighting”</p> <p>✓ Democrats</p> <p>✓ Bitter</p>	<p>Metonymy</p> <p>metaphor</p>	Consultative style	To inform

4.2 Discussion

Essentially, the existence of euphemism is used to hide unpleasant idea to avoid losing face in communication. Furthermore, the used of euphemism is used in communication in order to get the deep information or message behind the word, phrase or sentence which contain euphemism. Based on the illustration of data analysis stated previously, there are some variations on the aspect of euphemism that are formed of the headline of the reuters.com. Moreover, this section discusses about the finding that have been found in the previous section. In addition, the researcher found fifteen headlines which is involved euphemism of the reuters.com. Moreover the researcher analysts the data based on the types of euphemism, styles of euphemism and functions of euphemism.

In addition, the researcher finds nine types of euphemism, four styles of euphemism and five functions of euphemism are used in the headline of reuters which is published on March 1 up to 31 March 2008. Metonymy refers to the naming only a part, such as the inventor of the owner since the meaning is closely related. For example the word “namesake Japanese town”.

Moreover, hyperbole that means exaggerated statements made for effect not intends to be taken literally. In addition, the researcher found the words “*push back*”, “*blasts*”, as a field of this research. Furthermore, metaphor indicates something different from the literal meaning. For instance, the words “*monster*”, “*hearts and minds*”, “*eyes*”, “*walks*”, and “*bitter*”. Moreover, synecdoche express general to specific or specific to general statement, it is included in the words “*democratic presidential candidates*”, “*first lady*”. Acronym is proper words created from the initial letter or two of the words in phrase pronounced like other words. Such as

NAFTA. By contrast, abbreviation means not from proper words and so it is pronounced as strings of letter, for example: “*US*”. Association engineering shows the change of semantic or meaning of the words or phrases and meanings can be classified into denotative meaning and connotative meaning. It can be found in the word “*Clinton and Obama rest up*”. Idiom refers an expression functioning as a single unit whose meaning can not be worked out from its separate parts. For instance “*tone down rhetoric*”.

Furthermore, circumlocution means saying in many words what may be said in a few words. For example the word “*should be forceful*”

In addition, the researcher also found styles of euphemism are used in the headline of reuters.com. the styles are; frozen style, formal style, intimate style, and consultative style. Moreover, frozen language is commonly used in the constitution and identifies roles or social positions. For example; “*Obama eyes action role in oil markets*”, “*Obama blasts McCain on tax stance*” and “*Clinton walks tightrope on strength and emotion*”. Second style is formal style, that is an expression functioning as a single unit and whose meaning can not be worked out from its separate parts and many idioms are in the formal style. For examples; “*Obama says he’ll push back against Clinton*”, “*Clinton-Obama backers tone down rhetoric*”, “*Clinton and Obama rest up for long-haul race*”. The third style is intimate style, it means non public, intonation more important than wording or grammar, and it is private vocabulary, and for instance “*Obama aide quits over Clinton “monster” comment.*”

Moreover, the researcher also found functions of euphemism are used in the headlines of reuters.com. they are to inform, it means that the writer conveys new information to the readers in political party. For examples: “*Obama thanks supporters in namesake Japanese*”, “*Obama says he’ll push back against Clinton*”, “*Obama*

wins over hearts and minds in Europe”, *“Obama says US should not meet with Hamas*”, *“Clinton, Obama backers tone down rhetoric*”, *“first lady records NAFTA*, *“Clinton and Obama rest up for long-haul race*”. To convince, it means that the writer make certain new information about issues in society. For examples: *“Obama blasts McCain on tax stance*”, *“Obama eyes active role in oil markets*”. Moreover, to criticize, it refers to the critical opinion of the writer about news information in society. For example; *“democratic presidential candidates on economy*”. To reject or refuse, it means that the writer conveys new information about rejection. For instance *“Clinton struggles with loss of black support*”, and the last is to evaluate, it means that the writer conveys new opinion, for example *“Clinton walks tightrope on strength and emotion*”.

In conclusion from the data analysis, which have been analyzed and discussed previously, indicates that the headline of political articles in reuters.com tend to use euphemism in order to fulfill their wants. Moreover, in political statement is usually delivered indirectly to use euphemism in order to bet their political goal. These phenomena are considered as euphemism on journalism to present the political statement in any aspect of life. Furthermore, the psychological moment of mass media, mass media language approach and political interest of mass media language influence the used of euphemism in journalism.

In conclusion, euphemism has negative impact, because there is a point of deception, therefore, it has any disadvantages. First, the public could be frustrated; second, the people are deceived.

On the other hand, euphemism has many disadvantages. First, it is essentially needed dealing with politeness; due to the fact that euphemism is not only constantly renaming thing and repacking them to make sound “better” but also it deals with language customs. Second, euphemism is viewed positively it means that someone wants express their ideas he should consider the face of others.

In any case has to be concerned, Islam has thought us that we must be careful in communicating with other people. Meaning that, we must keep our lips in communication when it deals with delicate matters.

In conclusion, to communicate with other people and maintain good harmony, we may use euphemism instead of saying something directly to the people whenever and wherever we think it deals with delicate matters or something unpleasant so that the conflict will not arise. Euphemism is principally determined by the choice of expression within a given on particular context.

5.2 Suggestion

The result of research finding does not claim that it gas discovered all of the euphemism used in the headline of political articles in reuters.com. However, this research is still rare and away from the complete and perfect. The researcher herself hopes that this research could give a good contribution to the researcher, especially in the case of euphemism. It is suggested to the readers that by understanding euphemism, not only the students of English department who hold on moral value of

politeness but also they will interact to make good relationship, mainly in the context of political and diplomatically communication. It is also suggested that the future researchers conduct similar theme of the research with more complete data and discussion, which not only focuses on type, style and function of euphemism of written language but also in oral language.



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