# EUPHEMISMS IN COSMOPOLITAN MAGAZINE OF UNITED KINGDOM

# THESIS

# Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya



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2018

#### DECLARATION

This thesis entitled "Euphemisms in Cosmopolitan Magazine of United Kingdom" containing material which has been accepted for the award of Sarjana Degree of English Department, Faculty of Arts and humanities, State Islamic University Sunan Ampel Surabaya.

This thesis is originally made by the researcher and it contains no material previously published or written by other person except those in quotations and references are made in the text of the thesis.

Surabaya, 2 May 2018

The researcher C 8614

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#### **OF UNITED KINGDOM**

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## ABSTRACT

Setiawan, Handika. 2018. Euphemisms In Cosmopolitan Magazine of United Kingdom. English Department, Faculty of Arts and Humanities, State Islamic University of Sunan Ampel Surabaya.

The Advisor: Endratno Pilih Swasono, M.PdKey Terms: Euphemisms, Types of Euphemism, Function of Euphemism,<br/>Cosmopolitan Magazine

In a conversation that relate with some sensitive matters such as politics, the types of euphemisms formation and the functions would be differ rather than in disease, sex and/or death topic. Little research has been conducted about the types and the functions of euphemisms that related with sexual and death topics.

The aim of this study are to discussed about the types of euphemisms formation and the functions that relate with sexual - body's part and sexual - death, that are used by Cosmopolitan Magazine of United Kingdom in columns "love and sex" and "health" in the date 20 September until 20 December 2017.

The researcher used Warren theory to determine the types of euphemisms formation and Burridge theory to determine the functions of euphemisms that is used by Cosmopolitan Magazine in columns "love and sex" and "health." Under descriptive qualitative method, this study gave the understanding about the types of euphemisms formation and functions of Cosmopolitan Magazine. The researcher himself acts as the instrument of this study. A number of techniques in data collection and data analysis were used to determine the types and the functions euphemisms of Cosmopolitan Magazine.

The findings shows that there are four types of euphemisms formation that appeared, i.e. word formation devices, phonemic modification, loan words and semantic innovation and there are two functions of euphemisms that existed, i.e. Protective function and Ludic function.

#### INTISARI

Setiawan, Handika. 2018. Euphemisms In Cosmopolitan Magazine of United Kingdom. Sastra Inggris, Fakultas Adab dan Humaniora, Universitas Islam Negeri Sunan Ampel Surabaya.

Pembimbing : Endratno Pilih Swasono, M.Pd

Kata kunci : Eufemisme, jenis eufemisme, fungsi eufemisme, majalah Cosmopolitan

Di dalam sebuah percakapan yang berhubungan dengan hal yang sensitif seperti politik, jenis pembentukan eufemisme dan fungsinya akan berbeda di beberapa topik seperti penyakit, seks maupun kematian. Sedikit penelitian yang dilakukan mengenai jenis dan fungsi eufemisme yang berhubungan dengan topik seks dan kematian.

Tujuan dari penelitian ini adalah untuk membicarakan tentang jenis dan fungsi eufemisme yang berhubungan dengan seks - anggota tubuh dan penyakit - kematian, yang digunakan oleh majalah Cosmopolitan kerajaan Britain di kolom "love and sex" dan kolom "health" ditanggal 20 September - 20 Desember 2017.

Peneliti menggunakan teori Warren untuk menentukan jenis pembentukan ufemisme dan menggunakan teori Burridge untuk menentukan fungsi yang digunakan oleh majalah Cosmopolitan di kolom "love and sex" dan kolom "health." Dengan menggunakan metode kualitatif, penelitian ini dapat memberikan pemahaman mengenai jenis eufemisme dan fungsi eufemisme dari majalah Cosmopolitan. Peneliti sendiri adalah instrumen dari penelitian ini. Beberapa teknik dalam pengumpulan data dan teknik analisa data digunakan untuk menentukan jenis dan fungsi eufemisme dari majalah Cosmopolitan.

Hasil penelitian menunjukkan bahwa ada empat jenis pembentukan eufemisme yang muncul, yaitu alat penyusunan kata, perubahan fonem, kata pinjaman dan inovasi semantik, dan ada dua fungsi yang muncul yakni fungsi melindungi dan fungsi untuk menghibur.

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#### **CHAPTER I**

## **INTRODUCTION**

There are six sub-chapters in this chapter. The first sub-chapter is background of the study, statement of the problems, the objectives of study, significance of the study, scope and limitation and the last is the definition of key terms.

## **1.1 Background of the Study**

In recent years, euphemism has become one of interesting topics for analyzing politeness strategy in mass media such as television or printed media such as newspaper, magazine and others. It would be always unfinished to talk about euphemisms. It is caused because euphemisms would always occur and change in every era and it would be exist in our communication. Nowadays, more investigators interested to make a research about euphemisms in different studies. Even though that many researchers have made research about euphemisms but actually there are still many more information that would be available for everyone to take a part in this study.

Euphemism is a word or phrase as a communication's style that is used to convey something that is unpleasant, sensitive, vulgar or taboo to be sounded positive, polite or pleasant and generally it is used in particular topics such as sex, drug abuse, mental defects, political, death, crime, military fact, drug abuse and physical (Warren, 1992,p.8). There are some functions of euphemisms, such as gaining more publicity, legitimacy and respectability (Chi ren, 2013). The function changed based on the situation and need of a speaker. Until at the moment, euphemism has become an important part of human being's communication.

In the human being's communication of course its require media of communication to communicate each other. Media of communications are all of facilities or tools that are used to reproduce, distribute or disseminate and to convey information. Euphemisms are often found in audio media such as radio (audio), in audio Visual media such as television, and printed media in magazine. We would easy to find euphemism in television's program or video that is has sensitive topics such as politic, death or sexual topic.

One of famous printed media is *Cosmopolitan Magazine*. *Cosmopolitan Magazine* is a famous international fashion magazine for women and the largest selling young women's magazine in the world. The magazine printed in 35 languages, has 64 International editions worldwide and it's distributed in more than 110 countries. *Cosmopolitan Magazine* was first published in United State in 1886 as a family magazine. Later, it was transformed to be a literary magazine and then since 1965 became a women magazine until right now (Cosmopolitan Magazine. (n.d.). *In Wikipedia*. Retrieved December 23, 2017, from <u>https://en.m.wikipedia.org/wiki/</u> Cosmopolitan\_magazine).

The researcher choose *Cosmopolitan Magazine* because the Emagazine is up to date, easy to get the data because the whole articles are in

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the portal, there are many sex - body's part and sickness - death euphemisms exist in the columns "*Love and Sex ; health*" and many people know well the magazine and follow it.

There are some research about euphemisms. One of them is conducted by Handini (2007) entitled "A diachronic study of sexual euphemism found in Indonesian's Cosmopolitan Magazine." The study examined diachronic development of sexual euphemisms that are found in Indonesian's Cosmopolitan Magazine. Xiaonan Zhao's research (2010) entitled "Study on the Features of English Political Euphemism and its Social Functions," examined the social functions and the features of euphemisms in political field. Fernandez's research (2014) entitled "Euphemism and political discourse in the British Regional Press" examined the way euphemism used by politicians from Norfolk and Suffolk (British) both at word and sentence level. Andik's research (2015) entitled "Political Euphemism in United States Presidential Debate 2012" examined the use of euphemism in political debate. The debate is United State Presidential Debate 2012. Stehpani's study (2016) in her study entitled "The use of euphemism in Dr. Oz Indonesia television show" examined the use of sexual euphemism - euphemism that related with sex - body's part and sickness death.

The similarities between Zhao, Fernandez and Andik's research are focused on political euphemism. Features and function of political euphemism are different with sexual euphemism. If the one of functions of political euphemism is to persuade particular people about right or wrong, but in sexual euphemism, one of functions is to soften a vulgar or taboo word to be more polite (Burridge, 2012).

But the problem occurred when Stehpanie's research stated that "*pakaian dalam*" as a word that related to sexual or body part. Actually, it is not related with sexual or body part word or related with sickness and death. There are some words that are not suitable and not related in sex - body part but involve in sexual – body's part and sickness – death's list. Another problem, the Dr. Oz show is a television's health program of Indonesia, so the data sources are in Indonesia language. It's difficult to determine whether it's a euphemism words or no and or its hyperbole or litotes for example. Types of euphemisms formation in Indonesia language would be different than English language. By this research, the researcher gave an up to date research, a solution for Stehpanie's research that analyze and determine sex – body's part and sickness – death euphemism in *Cosmopolitan Magazine* of United Kingdom, especially sexual euphemism by accurately.

The differences between the studies above and this study is this study examined the sex – body's part and sickness – death euphemism. Majority of the studies above focused on political situation. There just several number of studies that investigated sexual or death euphemism in digital media. Even though Stehpanie's study (2016) also examined euphemism that are related to sex - body's part, sickness and death but the research is in health talk show of Indonesia television's program and the data sources is in Indonesia language.

The researcher focused on sex – body's part and sickness – death euphemism. The data of this research were taken from a website <u>www.cosmopolitan.com/uk/</u>, as a famous international fashion magazine for women. To sum up, euphemism is an interesting thing to investigate at present and there are still many opportunities to take a part in this study. Features and functions are the key terms of the differentiation both political and others euphemism. The aims of this research are exploring more all euphemism in United Kingdom's web portal, especially in sex – death euphemism. The researcher used descriptive qualitative in this research.

## **1.2** Statement of the problems

Based on the background of study above, the researcher would like to carry out a research based on the following questions:

- 1. What are the types of euphemisms used on *Cosmopolitan Magazine* of United Kingdom in column "*love and sex*" and "*health*" ?
- 2. What are the functions of euphemisms used on *Cosmopolitan Magazine* of United Kingdom in column "love and sex" and "health"?

## **1.3** Objectives of the study

1. To explain types of euphemisms that used on *Cosmopolitan Magazine* of United Kingdom in column *"love and sex"* and *"health."* 

2. To explain functions of euphemisms that used on *Cosmopolitan Magazine* of United Kingdom in column "love and sex" and "health."

## **1.4** Significance of the study

This study contribute for linguistics field, especially in euphemism study. The contribution's result can be as the understanding about types and functions of euphemism words in the UK Magazine. The significance for the researcher are the researcher knew the types and function of euphemism that occurred on UK's E- magazine and hope that this research can be as a reference for the next researcher to develop and make new sex – death euphemism's terms editions.

The significance for the readers are; the first is, it would be as a reference for linguistics students or others who want to make a research about sexual – death euphemism in digital media and the second is, for professional workers or common readers such as reporters, editors and journalism. This research may help them to use appropriate euphemism terms in order to avoid unpleasant terms.

## **1.5** Scope and limitation

This study aims to analyze the euphemisms used on *Cosmopolitan Magazine* of United Kingdom. The researcher's scope his study on euphemism analysis. The researcher used Warren's theory about semantic features to identify the type of euphemism and Kate Burridge theory to identify the function of euphemisms. The study would focus in sexual – body's part and sickness - death's word or phrase.

The researcher limit the articles text and the dialog of the magazine in this study in 3 months, from 20 September – 20 December 2017. The researcher chose all of articles on 20 September - 20 December 2017 because in the dates, there are two international day that are important, i.e. in 26 October there is international awareness intersex day and in 16 November there is international tolerance day.

#### **1.6 Definition of key terms**

**Euphemisms** 

: Euphemism is a word or phrase or communication style, which is used in a specific context to soften or conceal something that is unpleasant. It is used to avoid loss of speaker's face.

Cosmopolitan Magazine : Is an international fashion magazine for women. Its content as of 2011 includes articles on relationships, health, selfsex, careers. improvement, celebrities, fashion, and beauty and politic. Cosmopolitan has 64 international worldwide editions, is printed in 35 languages, and is distributed in more than 110 countries and over 3 million people are subscribed to cosmopolitan and

about 9.477.377 people follow Cosmopolitan's social media.

(Cosmopolitan Magazine. (n.d.). In Wikipedia. Retrieved December 23, 2017, from https://en.m.wikipedia.org/wiki/Cosmopolitan\_mag azine).

: Taboo words are words that are people avoid Taboo using it in a society because the words are embarrassing, harmful, and offensive (crystal, 2003). : Genital parts of human that distinguish male and female by its structures and functions (sex, 2009).

It also refers to sexual acts (Nash, 1995).

Sex

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#### **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

There are two topics that are discussed in this chapter. The first chapter is about theoretical frame work and the second is the review of related study.

### 2.1 Theoretical Frame work

## 2.1.1 Euphemism

Euphemism word derived from the Greek word "*euphēmos,*" *which* means "auspicious" or "sounding good." The first part of "*euphēmos*" is the Greek prefix *eu*-, means "well." The second part is "*phēmē*," a Greek word for "speech." Etymologically, euphemism means "speaking with good words" (euphemism. 2018. In *Merriam- webster.com*. Retrieved April 1, 2018 from https://www.merriam- webster.com/dictionary/ euphemism).

Euphemisms are soft and polite language. It is a word or phrase that is used to refer a taboo topic such as madness, death, God, sex and the other ashamed thing. Some words are regarded as too offensive or unpleasant, so that the used euphemism as milder or vaguer word it's so important to replace the unpleasant words. It would make the harsh, rude and taboo language to be soft, acceptable and polite. Commonly, euphemisms occur in a conversation that relate with some sensitive matter such as death, politics, crime, physical, mental defect, bodily function and sex (Warren, 1992, p.8). These areas deal with feared issues that people are ashamed to talk its directly. There are many examples those euphemisms occurred in our daily lives such as in media, business, economy, advertisement, public relations and politic. The examples are Gee (for Jesus), lady of the night (for prostitute), intimate part (for genital), growth or Big C (for disease), at rest, at peace, asleep, passed away (for death) and etc. (Gao, 2013).

In the book of Rawson (1981, p.1) entitled "A Dictionary of Euphemisms & Other Doubletalk" stated about the several reasons of someone using a euphemism. The first reason is to conceal the things, the most fear of people such as death and supernatural. Then, the second reason is to cover up the facts of life such as sex, reproduction and excretion.

#### 2.1.2 Types of Euphemism

Warren (1992) presents some types of classification based on structural and semantic features of euphemism. There are four types consist of word formation devices, phonemic modification, loan words and semantic innovation. The explanation is presented in the below:

#### 2.1.2.1 Word formation devices.

Warren gives five ways to form euphemisms using this mechanism and the examples in the below:

- Compounding: Is the combining of two individually innocuous words forms a euphemism for an otherwise unacceptable term. For example: 'hand job' [masturbation],
- Derivation: Is the modification of a Latin term ('fellare', to suck) to form a printable modern English word (Rawson, 1981). For example: 'fellatio' [oral sex], 'fellare' [to suck].
- 3) Blends: Is meant word formed from parts of two other words. It is created from the beginning of one word which is added to the end of the other word. For example: "bruch" is a blend of "breakfast" and "lunch."
- 4) Acronyms: SNAFU ['Situation Normal All Fucked Up'], a military euphemism for a possibly catastrophic event. Acronyms is an abbreviation consisting of the first letters of each word in the name of something, pronounced as a word. (Acronyms. 2018. In Cambridge.org. Retrieved Maret 11, 2018, from https://dictionary.cambridge.org /dictionary /english/acronym). Acronyms be can differentiated from other abbreviations in being pronounceable words. (Merriam-Webster, as Inc. Merriam-Webster's Dictionary of English Usage, 1994.

ISBN 0-87779-132-5 . pp. 21–22).

5) *Onomatopoeia*: Is the sound of 'things' hitting together during the sexual act is employed to refer to the act itself.Or we can called as a word that imitate a sound of something. For example: 'bonk' [sexual intercourse]. Bonk is a sound of "something" that hit each other in sexual activity.

# 2.1.2.2 Phonemic modification.

1)

"The form of an offensive word is modified or altered," (Warren, 1992:133), for example:

- Back slang: Is the words that are reversed to avoid explicit mention. For example: 'anigav' [vagina], 'enob' [bone/erect penis], Rawson (1981:88) and 'epar' [rape] (Warren, 1992:133).
- 2) Rhyming slang: 'Bristols' [breasts], a shortened, and further euphemised, version of 'Bristol cities' [titties] which becomes a "semi-concealing device," (Burchfield, 1985:19). Or we can called as repeating, sound of ending word. So that's why the name is rhyming. Often, there is no logical relationship between the original word and the euphemism.
- 3) *Phonemic replacement*: Is euphemisms mispronunciation or which Rawson terms "a euphemistic mispronunciation,"

(1981:254), i.e. one sound of the offensive term is replaced.Or we can called as replace the phoneme of taboo word to more polite. For example: 'shoot' [shit].

4) Abbreviation: 'eff' (as in "eff off!") [fuck (off)]. It is a shortened form of a written word or phrase used in place of the whole word or phrase, for examples: "Amt" is an abbreviation for "amount" and "USA" is an abbreviation of "United States of America" (abbreviation. 2018. In *merriam-webster.com*. Retrieved March 12, 2018, from https://www.merriam-

webster.com/dictionary/abbreviation).

- 2.1.2.3 Loan words. It is words which come from the other language. It has always struck me as curious that most, if not all, the banned words seem to be of Saxon provenance, while the euphemisms constructed to convey the same meaning are of Latin-French," (Durrell, 1968:ix). Some examples of this include:
  - French: 'mot' [cunt] (Allen and Burridge, 1991:95), 'affair(e)' [extramarital engagement] and 'lingerie' [underwear], (Stern, 1931).
  - Latin: 'faeces' [excrement] and 'anus' [ass-hole]. Aside from typical motivations for euphemism, Latin is often favoured as the uneducated and the young cannot interpret the meanings (Allen and Burridge, ibid.:19). However,

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"often such substitutions are just as vulgar if one understood the meaning of the latinate," (Liszka, 1990:421).

Other languages: 'cojones' [testicles], is Spanish (Nash, 1995), and 'schmuck' [penis] in Yiddish literally means 'pendant' (M. Adams, 1999).

# 2.1.2.4 Semantic innovation.

In this case, a "novel sense for some established word or word combination is created," (Warren, 1992:133). Examples of Warren's seven categories of semantic innovation are:

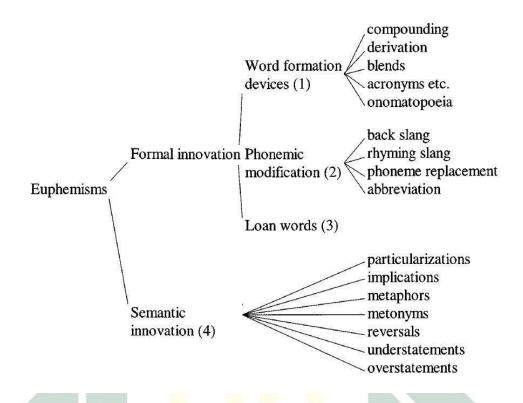
- 1) Particularization: a general term that is used, which is required to be 'particularized' within the context to make sense. The new contextual referent is a member of a set which is a subcategory of the conventional category of referents of the word in question, e.g. 'satisfaction' [orgasm] and 'innocent' [virginal], 'yellow card' [warning card in soccer], and 'growth' [tumor], both of which require contextually based inference by the reader/listener to be comprehensible.
- *Implication*: In this case, several steps are required to reach the intended meaning. The contextual and the conventional referent(s) are invariably or frequently concomitant, which causes a more or less probable

antecedent-consequent relationship between them, i.e. If X (old referent), then (probably) also Y (new referent), for example 'loose', which implies 'unattached', which leads to the interpretation [sexually easy/available]. Warren warns against possible misinterpretation of this type of euphemism, though it seems this could occur with many examples of 'semantic innovation'. Since implications are literal senses, it should be unproblematic to distinguish between metaphors and implications.

- 3) Metaphor: Is a multitude of colorful metaphorical euphemisms surround menstruation, centering around 'red', e.g. 'the cavalry has come'- a reference to the red coats of the British cavalry, 'it's a red letter day' and 'flying the red flag,' (Allen and Burridge, 1991:82) or various red color to make a euphemism for menstruation. Other metaphorical euphemisms include 'globes', 'brown eyes' and 'melons' [breasts] (Rawson, 1981:38), and 'riding' [sex], which is common to many languages, including English, Greek and Middle Dutch (cf. Allen and Burridge, ibid.). It can be similar shape, function, pattern and etc.
- Metonym: Otherwise called 'general-for-specific', this category includes the maximally general 'it' [sex] and the contextually dependent 'thing' [male/female sexual organs,

etc.]

- 5) *Reversal*: or 'irony'. Is meant to give term which enable reference to something 'bad' by using opposites, Including 'blessed' [damned] (Stern, 1931) and 'enviable disease' [syphilis].
- 6) Understatement: or 'litotes'. Examples like 'sleep' [die],
  'deed' [act of murder/rape] and 'not very bright'
  [thick/stupid] fall into this category. Or the use of a negative statement in order to emphasize a positive meaning, for example "a not inconsiderable amount of money (a considerable amount of money).
- 7) **Overstatement**: or 'hyperbole'. Is giving the more sense of a word by replacing that word with another term. Instances include 'fight to glory' [death] and those falling under Rawson's (1981:11) "basic rule of bureaucracies: the longer the title, the lower the rank." For example, 'visual engineer' [window cleaner] and 'Personal Assistant to the Secretary (Special Activities)' [cook] (Rawson, ibid.).



Picture 1. Classification of Euphemisms (Warren, 1992)

## 2.1.3 Function of Euphemism

Kate Burridge (2012) proposes 6 functions of euphemism, which are: (1) "to shield and to avoid offense" (the protective euphemism), (2) "to mystify and to misrepresent" (the underhand euphemism), (3) "to talk up and to inflate" (the uplifting euphemism), (4) "to reveal and to inspire" (the provocative euphemism), (5) "to show solidarity and to help the define the gang" (the cohesive euphemism), and (6) "to have fun and to entertain" (the ludic euphemism). Its function is as a verbal escape that is created to respond or stated taboos word. The taboos such as private parts, bodily functions, sex, anger, dishonesty, drunkenness, madness, disease, death, dangerous animals, fear, God, and so on. A number of examples of protective euphemism are *"jeepers creepers"* for *"Jesus Christ"* (Burridge, 2012) and *"Gracious"* for *"Gracious God"* (Allan, 2012).

## 2.1.3.2 Underhand Euphemism

The underhand euphemism is used to deceive, disguise or by not using a direct term in a topic. Underhand euphemism included in vocabulary of language varieties such as military, political and medical. It's sort of doublespeak. Doublespeak is usually associated with political language. It is usually used to a) avoid or change responsibility, b) diverts reality by making the bad or unpleasant look good or pleasant, and vice versa, and c) confusion by using unknown or devised jargon to the hearers. It is also called doubletalk or doublethink. (Vande Kopple, 2007) There were examples of the underhand euphemism, over 2.300 street terms that refer to illicit drug types or drug activity (taken from a glossary compiled by the White House Office of National Drug Control Policy) : *get snotty* ("to use heroin"); *candy sticks* ("marijuana cigarettes laced with powdered cocaine"); gym sticks ("steroids used by athletes") and so on.

## 2.1.3.3 Uplifting Euphemism

The uplifting euphemism is used to give a prestigious or favorable feeling. Usually, it is found as a jargon, the language peculiar to a trade, profession or some other group. Burridge gives an example; she said that Melbourne Metropolitan planning made several references to the "accommodation of stationary vehicle." The author believed that the phrase has more favorable connotations than either "parking places" or "car spaces" caused those are probably dispreferred terms. The other example is in a hamburger industry. The hamburger industry's use of the term *autocondimentation* as opposed to *precondimentation* is an economical way of distinguish a client's right to salt his/her own hamburger. It is certainly not necessary to use these terms in order to get the meaning across. The reason of using the term is caused that they are as an owner confers on the hamburger industry a certain dignity.

### 2.1.3.4 Provocative Euphemism

Provocative euphemism is a euphemism that deliberately provoking. Burridge gave an example "George Orwell's animal farm." It is a children's story and at another, it is a blistering political satire. Clearly, with provocative euphemism, there is more involved than straightforward politeness and the maintenance of face. <sup>1</sup>

#### 2.1.3.5 Cohesive Euphemism

Cohesive euphemism is a euphemism that has a function to link a people of a community. It is used as a sign of social cohesion. In perspective of outsiders, it's looks perplexing and seems silly. Even those on the inside are often unaware of the reasons that have led to their establishment. Original meaning gives way to unthinking routine; fear and respect become lost in social convention. And what one group values, another comes to scorn.

Cohesive euphemisms perform the additional function of reinforcing and displaying group identity, especially when directed to outsiders. An example of cohesive euphemism is in a hospital, as in the case of hospital staff who have to manage disease, dying and death on a daily basis, euphemism make the job easier to bear by disguising unpleasant reality, but also by creating rapport.

## 2.1.3.6 Ludic euphemism

The last function is ludic euphemism. Ludic euphemism is a euphemism that has function to amuse, entertain or have fun. The

<sup>&</sup>lt;sup>1</sup> **Animal Farm** is an animal satire through Orwell indirectly attacks on the Russian Communism, on Stalinism. Through a humorous and effective animal allegory, Orwell directs his satiric attack on the events of the Russian Revolution and on the totalitarian regime. (www.theorwellreader.com).

examples of ludic euphemism in 18<sup>th</sup> century are miraculous pitcher that holds water with the mouth downwards for "vagina" (Grose, 1783).

Ludic euphemism form a part of our everyday verbal play and it is a manipulation of language that speakers display is remarkably inventive at times - ordinary speakers take ordinary sounds and letters, words and phrases and put them to extraordinary uses in the expressions they construct. take ordinary sounds and letters, words and phrases and put them to extraordinary uses in the expressions they construct.

## 2.1.4 Euphemism for sex and body's part

Sex and body's part topics cannot be separated with the use of euphemism. Sex and body's part itself regarded as something that unpleasant, sensitive, vulgar or taboo to be discussed (Warren, 1992, p.8). The use of euphemism can be as a way to make the harsh, taboo and unpleasant words to be soften, mild and acceptable words. Someone who avoids using euphemism in his daily, he would lose his face and he can offend the others.

Sex and body's part euphemisms have existed in a golden era, where sexual euphemism developed rapidly. In the early nineteenth century called as the "Golden Age of Euphemism." A combination of religious fervor and fastidious concern about propriety are the reasons of people use euphemism significantly, to discuss some topics such as sex, secretion and body part (Keyes, 2010).

Nowadays, the use of sexual euphemisms still exists in our daily life. Some researcher have investigated the use euphemisms in their region (Hasegawa, 2005; Stehpani, 2016 ; Alhussaini, 2017). Hasegawa investigated euphemistic forms and functions of English and Japanese by using contrastive analysis. Stehpanie's study examined the use of sexual euphemism - euphemism that related with sex – body's part and sickness - death. Alhussaini investigates the nature of euphemisms in both English and Arabic and there are certain points of similarity and difference between the two languages in using euphemisms.

There are many types of euphemisms and the one famous theory about the types of euphemisms comes from Warren theory (1992). Warren stated some types of euphemism classification based on structural and semantic features. There are four categories consist of word formation devices, phonemic modification, loan words and semantic innovation. Sex and body part euphemisms can be formed from those categories of Warren's theory.

#### 2.1.5 Euphemism for death and sickness

Death regarded as a taboo topic to be discussed in daily life. Warren (1992, p.8) and Dyer (2006) stated that there are certain situations in life where it is more suitable to use euphemisms than to speak directly about death. Death can hurt people who are in grief or shock. people started using euphemisms because they believed that they would end up in trouble of some sort if they spoke about or used the word death. By using the other words instead of death word, healing process of people who have lost their loved would be easier to be handled because they think that their loved have found everlasting peace (Gustafsson, 2007).

Allan and Burridge (1991:153, 2006:222) mentioned about the fact that death topic is a taboo based on fear. People are afraid about what follow after they die. People are afraid losing their loved and what happens to their bodies after they die. Therefore, "afterlife" is a huge mystery that make some of people are very scared (Dyer 2006, Kearl 2006, Allan & Burridge 1991:153, 2006:222).

There are several researchers investigated about euphemism that relate with death and sickness in some countries. The one study came from yaser A. Goma dan Yeli shi that entitled "A Contrastive Analysis of Death Euphemisms in Egyptian Arabic and Chinese." The study geared towards investigating the euphemistic language of death in Egyptian Arabic and Chinese. The result is, both Egyptian Arabic and Chinese employ euphemistic expressions to avoid mentioning the topic of death. The orher study came from Indonesia, Stehpani Ninoi Kiling that entitled "The use of euphemism in Dr. Oz Indonesia television show."

Stehpanie's study (2016) examined the use of sexual euphemism - euphemism that related with sex – body's part and sickness - death. The result about euphemism that related with death, she found four types of euphemisms formation based on Keith Allan theory i.e. litotes, verbal play, general for specific and hyperbole and the result about euphemism related with sickness, she found five types of euphemisms formation based on Keith Allan theory i.e. clipping, general for specific, circumlocution, litotes and substitution.

# 2.2 Review of Related Studies

There are some researchs about euphemisms. A diachronic study of sexual euphemism found in Indonesian's Cosmopolitan Magazine (Handini, 2007), Political euphemism (Zhao Xiaonan, 2010), euphemism and political discourse in the British regional press (Fernandez, 2014), political euphemisms in United States Presidential Debate 2012 (Andik, 2015) and the use of euphemism in Dr.Oz Indonesia television show (Stehpanie Ninoi, 2016).

Handini's study (2007) examined a diachronic study of sexual euphemism that is found in Indonesian's *Cosmopolitan Magazine*. The research aims to know about how sexual euphemisms are constructed and diachronic development of sexual euphemism in Indonesia's Cosmopolitan Magazine from 1999 until 2007.

The results are 324 words found as total number of euphemism terms in the research. Even though her research stated that has found 324 words of euphemism terms, but the data are in Indonesia language. It's difficult to determine the types of each euphemism because there is no euphemism dictionary for Indonesia language. And then, the results of her research are questionable.

Xiaonan Zhao's research (2010) examined the social functions and the features of euphemisms in political field. The research aims to reveal the essential features of political euphemism. There are three features which distinguish political euphemism from other; the first is greater degree of deviation from its signified, the second is more vague meaning and the third is strong characteristics of times and there are two functions which distinguish than the other i.e. for cheating function (to hide the truth and legalizing wrong behaviors) and persuasive function (influence people's sense of right or wrong and attract attention of public).

Fernandez's research (2014) examined the way euphemisms are used by politicians from Norfolk and Suffolk (British) both at word and sentence level. The research used EDP (*Eastern Daily Press*), a regional daily newspaper that is published in Norwich, United Kingdom. He used Van Dijk, Wilson, Brown and levinson and Lakoff's theory in the research. His result is shown that politicians from Norfolk and Suffolk used euphemisms as a strategy of selfpromotion or showed positive self-presentation. He stated that there are three results about the way euphemism that are used by politicians from Norfolk and Suffolk; the first is sensitivity to audience concerns, the second is avoidance of expressions that can be perceived to marginalize socially disadvantages groups and the last is polite criticism and mitigation - even concealment - of unsettling topics.

Andik's research (2015) examined the use of euphemism in political debate. The debate is United State Presidential Debate 2012 which is a part of campaign process for presidential election. The debate was broadcast live on CNN television officially. His results stated that there are three types of euphemisms that are used by ex-President Obama in U.S Presidential debate 2012 i.e. formation device, loan word and semantic innovation. His research's result stated that Obama's euphemisms tend to be a strategy to win the president election by collecting sympathy of American's people. In political, its common way by collect sympathy of mass people to win Presidential election by using euphemism.

Stehpanie's study (2016) examined the use of sexual euphemism - euphemism that related with sex – body's part and sickness - death. The data source of the research was taken from Indonesia talk show, Dr. Oz Indonesia, which is adapted from America's Dr. Oz Show. The program used Indonesia language. Even though she stated has found 324 words euphemism terms but the result are questionable. It's difficult to determine the types of each euphemism because there is no euphemism dictionary for Indonesia language.

The similarities between Zhao, Fernandez and Andik's research are focused on political euphemism. Features and function of political euphemism are different with sexual euphemism. If the one of functions of political euphemism is to persuade particular people about right or wrong, but in sexual euphemism, one of functions is to soften a vulgar or taboo word to be more polite (Burridge, 2012).

The differences between the studies above and this study is this study examine the sex – body's part and sickness – death euphemism. The Majority of the studies above focused on political situation. There just several number of studies that investigated sexual or death euphemism in digital media. Even though Stehpanie's study (2016) also examined euphemism that are related to sex - body's part, sickness and death but the research is in health talk show of Indonesia television's program and the data sources is in Indonesia language.

		Types of	Function of
Year	Researchers	euphemisms	euphemisms
1981	Rawson		-
1992	Warren		-
2011	Samoskaite	$\sim$	
2012	Allan	V	-
2012	Burridge	-	$\checkmark$

There are some theories about types and the function of euphemism. Rawson (1981) divides euphemism into two types, namely positive and negative euphemism. Positive euphemism can be called as exaggerating euphemisms. It used to inflate, magnify the euphemism and it makes the euphemism be grander and more important than the reality. British and American people used the technique of exaggeration to avoid unpleasant or embarrassing thing and achieving cooperation. An example of positive euphemism is occupational titles, which is elevating job status. For example, 'exterminating engineers' is used for rat catchers while 'beauticians' stand for hairdressers. Positive euphemism appear in the political, military and commercial vocabulary, personal honorifics such as the colonel, the honorable, the major, and the many institutional euphemisms which convert madhouses into mental hospitals, colleges into universities, and small business establishments into emporiums. Negative euphemism often called as traditional euphemism or narrowing euphemism. Negative euphemism deflates and diminishes. It used for taboo and the other things that people prefer not to talk it directly.

Warren (1992) gave four types of classification of euphemisms based on structural and semantic features. In the research of Samoskaite (2011) that entitled "21st Century Political Euphemism in English Newspaper: Semantic and structural study," propose six semantic categories of euphemism, i.e. profession euphemisms, disease euphemisms, death euphemisms, 29sex euphemisms, crime euphemisms and political euphemisms. She also proposed 29five pragmatic functions of euphemisms, namely politeness, taboo, covering up, inducing, and tactical. Allan (2012) in his paper entitled "Xphemism and creativity" proposed eleven types of euphemism formation. In his paper, the main and only contributor is Kate Burridge. Burridge (2012) in her paper entitled "Euphemism and Language Change: The sixth and seventh Ages" propose six functions of euphemisms. The main and only contributor is Keith Allan.

Theory about types of euphemisms from Rawson is too general and the theory of Samoskaite is more specific than Rawson's theory, but it still as general enough to be used, to investigate about the types of euphemisms. There are only two theories that relevant to make this research, i.e. Warren and Allan. Both Warren and Allan theories have benefit and drawback each other's. Warren has some sub-categories that Allan does not has, such as compounding, derivation, blends, back slang, rhyming slang, and implication. Those are types of euphemism classification based on structural and semantic features of euphemisms. Therefore, the researcher used Warren theory to investigate the types of euphemisms in Cosmopolitan Magazine of United Kingdom.

There just two theories about the function of euphemisms i.e. Samoskaite and Burridge. Samoskaite has five functions of euphemisms but Burridge has six functions of euphemisms. Samoskaite stated two of functions as taboo function and polite function. The researchers think that it is same. In Burridge theory has one function that Samoskaite does not have i.e. humor or have fun function. Theory of Burridge is more complete than Samoskaite. Therefore, the researcher used Burridge theory about the function of euphemisms to investigate the function in Cosmopolitan Magazine of United Kingdom.

#### **CHAPTER III**

## **RESEARCH METHOD**

This chapter discussed the research's methodology and procedures that are designed to answer the research's questions. There are some points in terms of research method in this study. It involves research design, data and source of data, instrument, technique of data collection, and technique of data analysis.

# 3.1 Research design

The researcher considers that descriptive qualitative method because it was the most appropriate method as the research design for this study. Ary, Jacobs and Sorensen (2010, p.424) stated that "the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics" and they added that "qualitative inquiry seeks to understand and interpret human and social behavior (p.419).

Euphemism is one of phenomena about the use of communication of human language. It is a social phenomenon and human behavior that would occur in every era. In this study, the data are in the form of word or phrase. Euphemism is also as human and social problem. Therefore, the researcher used descriptive method because it is the best method for analyzing the types and the function of euphemisms in Cosmopolitan Magazine of United Kingdom as the research questions of this study.

#### **3.2** Source of data and data

The data taken from UK'S *Cosmopolitan Magazine* website, that formerly entitled "*The Cosmopolitan*," which has several topics such as sex, relationships, beauty, fashion and healthy. The magazine discusses a variety of information to improve women's lives in beauty, style, profession, wellbeing, relationships, culture and life. Cosmopolitan reaches over 111 million brand platforms through print and digital social media forms.

The magazine is owned by the Hearst Communications Inc., which owns twenty-one U.S. titles and over 300 international magazines. The company also own newspaper, cable networks and collaborates with business media corporations, television service and numerous other business ventures (Writer's Guidelines. 2016. In *Medium.com*. Retrieved March 26, 2018, from <u>https://medium.com/@oliviakish/ cosmopolitan-writers-guidelines</u>).

The researcher limit the articles in this study in 3 months, from 20 September - 20 December 2017 in two columns i.e. "love and sex" and "health" columns. The researcher choose Cosmopolitan Magazine because the magazines a widely known and popular printed and online resource for young women's lifestyle. Moreover, it would not difficult to find phrase or word that related with sex- body's part and sickness - death. The data of this study were in the form dialog and articles text. The text of this data it could be in the form of paragraph, sentence, phrase or word.

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#### 3.3 Instrument

This research used the researcher himself as the key instruments in this study. The use of laptop, etymology dictionary, Oxford dictionary, Merriam-Webster dictionary, Cambridge dictionary, euphemism dictionary (A Dictionary of Euphemisms by R.W. Holder) and the like, also Microsoft Word, Excel were needed in this research in order to support the instrument and the validity of data.

## **3.4** Technique of Data Collection

First, the researcher searched the portal by using keyword "*love and sex Cosmopolitan Magazine*" and "*health*" on the web. After the keyword was typed in the searching tool of Google browser, the portal appeared on top of first result page. Afterward, the researcher opened it.

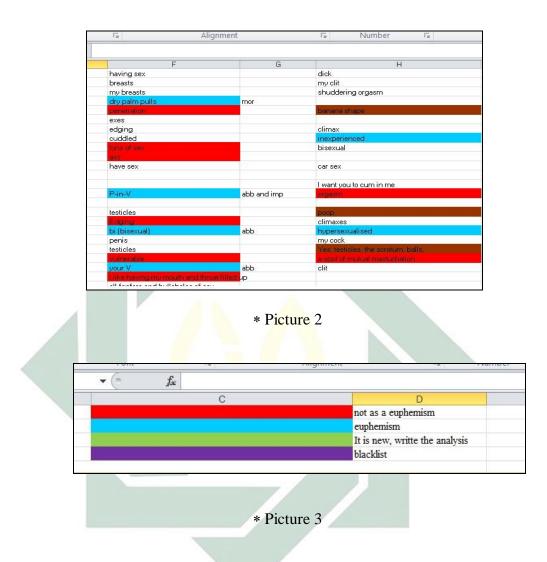
Next, the researcher selected articles on the date 20 September 2017 and opened the articles one by one (1). The way of researcher open the articles is by click right of mouse or cursor and selected "open link in a new tab" (2). The researcher searched euphemism that relate with sex– body's part and sickness – death in the news (3). If the researcher found a euphemism, he copied the word or phrase and the link into Microsoft Excel in a column "euphemism phrase" and "link," and copied the paragraph of the euphemism into Microsoft Word(4). Made yellow highlighted of the euphemism phrase in Microsoft Word (5). And search another euphemism (6). After he made sure that there is no euphemism and read all of text in the date 20 September of the news, then the researcher closed the tab (repeating steps 1-6). Closed tab the articles (that has been read) and opened the other article in the date 21 September 2017. After read all of articles on 21 September 2017, open the other articles, repeat previous steps (steps 1 until step 6 in above) until on the date 20 December 2017.

## 3.5 Techniques of Data Analysis

After collected the data, the researcher classified the types of euphemism by using Warren classification theory. The researcher made sure the type of euphemism (Inhere, understanding, dictionary, internet and euphemism dictionary are needed to support this classification process).

The first step to determine the type of a euphemism is by looking the form; it is as an abbreviation, acronyms, word or phrase. If it is an abbreviation, as example "V," the researcher used the context of the paragraph and guess it, that it is an abbreviation of "vagina." If it is an acronym, the researcher tried to guess it and or using internet to make sure it. If it is as a phrase, an example "hand job" or "blow job," it is sure that the type of euphemism is compounding.

The second step, if it is a word, the researcher read again the euphemism in the paragraph by comprehensively and then determine the type. The third, if the researcher cannot determine the type, he used etymology dictionary, Oxford dictionary, Merriam-Webster dictionary, and



the like or using internet to make sure the type of the euphemism word

After the researcher analyzed all of data, types of euphemisms; the researcher copied one by one phrase or words of euphemism, from Excel into classification's columns in Microsoft Word. The classification columns consist of six columns. In the below, table 1 is the example of classification columns.

No	Euphemism	Meaning	Types of	Function of	Code

Phrase	Euphemism	Euphemism	

Table 1

#### \* As an example of classification columns

Then, the researcher copied the paragraph of the euphemism in a new document of Microsoft Word. After copying the paragraph, the researcher gave the euphemism bold and Italic mark. In the below, Data 2 is the example.

Man A: I think it was when I started being *intimate* with women. When you're younger and fooling around for the first time, you don't really have a frame of reference for what's normal size-wise. But as I got a little older, I could tell my partners seemed disappointed.

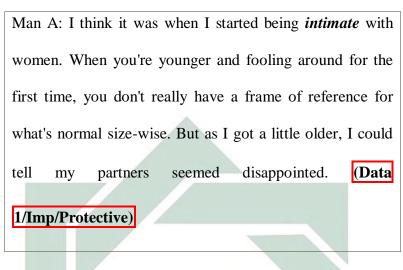
# Data 2

Later, in the end of paragraph, the researcher wrote the data number and code of euphemism type. For example, in the below is a euphemism in the first news, the researcher wrote as Data 2 and the code of euphemism type, "Imp" means "Implication." Man A: I think it was when I started being *intimate* with women. When you're younger and fooling around for the first time, you don't really have a frame of reference for what's normal size-wise. But as I got a little older, I could tell my partners seemed disappointed. **(Data 2/Imp)** 

#### Data 2

Afterward, the researcher categorized the function of euphemism by using Kate Burridge theory. Understanding, dictionary, internet and euphemism dictionary were needed to support this process in determining the function of euphemisms. The first step to determine the function of a euphemism is reading by comprehensively. The researcher read the paragraph of a euphemism, the title, and the context. Then, the researcher guessed and determine the function. The second step, if the researcher not sure the function, confused the meaning of a euphemism, he would back to the analysis to see the types of the euphemism that is confused in Microsoft Word.

After find the function, in the end of paragraph, the researcher wrote the function the euphemism. In the below is the example.





Then, the researcher repeated the process until the end of the data in Excel column.

#### **CHAPTER IV**

## FINDINGS AND DISCUSSION

This chapter, consist of findings and discussion of euphemisms used by Cosmopolitan Magazine of United Kingdom in the date 20 September until 20 December 2017. The findings are presented by listing the euphemisms used by United Kingdom's Cosmopolitan Magazine. Each of the euphemisms was analyzed by using Warren theory about the types of euphemisms and the functions of euphemisms by using Kate Burridge theory.

#### 4.1 **Results of Study**

The results are divided into two parts. The first part result is the types of euphemism and the second part result is the function of euphemism that is used by United Kingdom's Cosmopolitan Magazine on the date 20 September until 20 December 2017.

## 4.1.1 The Types of Euphemisms

The types of euphemisms formation is a classification of how a euphemism is formed. There are four classification based on the structural and semantic features of euphemism based on Warren's theory i.e. word formation devices, phonemic modification, loan words and semantic innovation. From articles of United Kingdom's Cosmopolitan Magazine on the date 20 September until 20 December 2017, the researcher found four categories as the types of euphemism formation. Those are word formation devices, phonemic modification, loan words and semantic innovation.

The result of the data is presented as the following:

List of Sex – Body part	euphemism:
-------------------------	------------

	Sex – body part		Types of
No.	Euphemism	Meaning	Euphemis
1	Erect	Erection	Imp
2	Intimate	Having sex	Par
3	Genitals	Penis	Com
4	Blow job	Giving a man to orgasm	Com
5	Hand job	Giving a man to orgasm	Abb
6	P-spot toy	Penis	Com
7	Hand job game	Giving a man to orgasm	Mor
8	Balls	Testicle	Imp
9	Doing It	Having sex	Ola
10	G-spot	Grafenberg Spot or Female genital	Imp
11	Iphone	Breast	Par
12	Inexperienced	Virgin	Abb
13	F off	Fuck Off	Cro

14	PIV	Penis in Vagina	Mor
15	Dry palm	Testicle	Mor
16	The game	Having sex	Abb
17	V	Vagina	Par
18	Sleep	Having sex	Imp
19	Wasn't slim	Fat	Abb
20	U-spot	Urethra	

# List of Sickness and Death euphemism:

No.	Sickness - Death Euphemism	Meaning	Types of Euphemis
1	Claustrophobic	Difficult thing	Mor
2	LGBTQ	Sexual Community	Abb
3	Intersex	Nor female male sexual anatomy	Ola
4	Passed away	Die	Mor
5	Hypersexual	Sex addiction	Lat
6	Bi	Bisexual	Abb
7	Elephant	Big Problem	Mor
8	Dysorgasmia	Difficult to orgasm	Lat
9	Dysfunction	Malfunction of an organ	Lat
10	My Periods	Menstruation	Par

#### 4.1.1.1 Word Formation Devices

## A. Compounding

1. Hand job

Hand job is a combination of two innocuous words "hand" and "job," that means the masturbation of a male by someone else(Holder, 2002, p.180). Hand job is the activity using hands to bring a man to orgasm. (Bucket. 2007. In *advicenators.com*. Retrieved February 6,2018, from <u>http://www.advicenators.com/</u> <u>qview.php?q=489459</u>)

## 2. Hand job game

Hand job is a combination of three innocuous words "hand", "job" and "game" that means masturbation. Hand job is the activity using hands to bring a man to orgasm. (Bucket. 2007. In *advicenators.com*. Retrieved February6,2018, from<u>http://www.advicenators.com/qview</u> .php?q=489459)

3. Blow job

Blow job is orally to excite the genitals of another(Holder, 2002, p.33) or the activity of giving sexual pleasure to a man by using the penis on his mouth.

(Bucket. 2007. In advicenators.com. Retrieved

February6, 2018, from

http://www.advicenators.com/qview.php?q=489459)

# **B.Acronyms**

**1.** PIV

PIV are Acronyms of Penis In Vagina. In addition, PIV also involves as an implication that means having sex.

# 4.1.1.2 Phonemic modification

C. Abbreviation

## 1. LGBTQ

LGBTQ is an abbreviation of "Lesbian, Gay, Bisexual, Transgender and Queer (or questioning)" The abbreviation was used by activists to replace a term "gay community." LGBTQ is intended to emphasize a diversity of sexuality and gender identity – based cultures. (LGBTQ. 2018. In *oxforddictionaries.com*.RetrievedFebruary6,2018,from <u>https://en.oxforddictionaries.com/definition/lgbtq</u>) 2. Erect

Erect is an abbreviation of erection. Holder (2002,

p.128)

stated that erection is an enlargement of the penis due to sexual excitement.

It is a physiological phenomenon in which the penis becomes engorged, firmer and enlarged, typically in sexual excitement. (Erection. 2018. In *oxforddictionaries.com*.RetrievedFebruary6,2018,from https://en.oxforddictionaries.com/definition/erection)

# P-spot toy

P-spot toy is an abbreviation of penis spot.

## **4.** Bi

3.

Bi is an abbreviation of bisexual word. Bisexual's definition by Oxford dictionary is "Sexually attracted not exclusively to people of one particular gender; attracted to both men and women" (Bisexual. 2018. In *oxforddictionaries.com*. Retrieved February 9, 2018, fromhttps<u>s://en.oxforddictionaries.com/definition/bise</u> <u>xual</u>) or "having both homosexual and heterosexual tastes" (Holder, 2002, p.29).

5. Your V

V is an abbreviation of vagina.

6. U-spot

U-spot or urethra spot is a tube that connects the urinary bladder to the urinary meatus for the removal of urine from the body. Urethra of male and female are different. (Urethra. 2018. In *oxforddictionaries.com*. Retrieved February 6, 2018, from <u>https://en.oxforddictionaries.com/definition/urethra</u>)

# 4.1.1.3 Loan Words

## A. Latin

1. Hyper sexualize (third-

person singular) Hyper

sexualizes (simple present)

Hyper sexualized (simple past and past participle)

(hypersexualize. 2018. In dictionary.com. Retrieved

February 6, 2018, from http:// international-dictionary.

com/ definitions/? english\_word= hypersexualize).

Hyper sexual is formed from "*hyper*" in Greek means "over, beyond, overmuch" + sexual word. (Hyper. 2018. In *etymonline.com*. Retrieved February 6, 2018, from

https://www.etymonline.com/word/hyper-)

Definition of hypersexual is "exhibiting unusual or excessive concern with or indulgence in sexual activity." (Hypersexual. 2018. In *merriamwebster.com*. Retrieved February 9, 2018, from <u>https://www.merriam-</u>

webster.com/dictionary/hypersexual)

# 2. Dysfunction

Dysfunction is formed from Ancient Greek (*dus*) that means "hard, difficult, bad" + function. (Dys. 2018. In *etymonline.com*. Retrieved February 6, 2018, from <u>https://www.etymonline.com/word/dys-</u>)

Definition of dysfunction is abnormality in the operation of a specified bodily organ or system. It can be called as a malfunction of an organ or structure of body. (Dysfunction. 2018. In *oxforddictionaries.com*. Retrieved February 6, 2018, from <u>https://en.oxforddictionaries.com/definition/dysfunctio</u><u>n</u>)

# 3. Polysexual

Polysexual come from Greek prefix "*Poly*-"means "many" and –sexual. Poly sexuality is the practice of having multiple sexual partners or sexually attracted to more than one gender.

(polysexual. 2018. In dictionary.com.

RetrievedFebruary6,2018,fromhttp://www.dictionary.

com/meaning/polysexual)

# 4. Dysorgasmia

Dysorgasmia is formed from Greek (*dus*) that means hard or difficult"+orgasm.Dysorgasmia means a difficulty achieving an orgasm or painful orgasm. (dysorgasmia. 2018. In *webster.com*. Retrieved February 6, 2018, from http://nws.merriamwebster.com/opendictionary/<u>newword display alpha.</u> <u>php?letter=Dy&last=10</u>)

#### **B.** Other languages

**1.** Intersex

Intersex word comes from German "Intersexes"; Inter- mean "between"+ sex (n). (Intersex. 2018. In etymonline.com. RetrievedFebruary6,2018from<u>https://www.etymonline.</u> <u>com/word/intersex</u>)

It is a general term used for variety of conditions in which a person is born with a reproductive or sexual anatomy that doesn't seem to fit the typical definitions of female or male. (Intersex. 2008. In *isna.org*. Retrieved February 6, 2018, from <u>http:// www.isna.org/faq/what is intersex</u>)

2. G-spot

G-spot also called the *Grafenberg* spot (from a *German gynecologist* Ernst Grafenberg), is an area of the wall vagina that, when stimulated, may lead to strong sexual arousal, powerful orgasms and potential female ejaculation. (G-spot. 2018. In *oxforddictionaries.com* and *cambridge.org*. Retrieved February 6, 2018, from<u>https://en.oxforddictionaries.com/definition/gspot;h</u>

ttps://dictionary.cambridge.org/dictionary/english/g-spot)

## 4.1.1.4 Semantic innovation

## A. Particularization

1. Inexperienced

Inexperienced is a condition in which lacking knowledge, skill or little knowledge of a particular situation or activity. Based on the context, the inexperienced is means lacking knowledge or experience in sex activity. (Inexperience.2018.In*oxforddictionaries.com*.Retrieve dFebruary6,2018,from<u>https://en.oxforddictionaries.co</u>

m/definition/inexperien ce)

2. Genital

Genital is a general term that is used to replace "Penis" term.

3. Sleep, Sleeping, Sleeping together

Sleep is a general term that is used by Lady Gaga that refers to having sex.

My periods word is a general term instead of "menstruation."

## **B.** Implication

1. Intimate or intimate relationship

Initimate is an interpersonal relationship that involves physical and/or emotional intimacy. Based on the context, intimate in here imply a sexual activity.

# 2. Doing it

Based on the context of the text, "doing it" refers to having sex or sexual activity. "Doing it' is as an implication and imply for sexual activity. The same explanation come from Holder (2002, p.212), stated that "it" is as a reference for copulation.

## **3.** Someone who wasn't slim

Someone who wasn't slim is an indirect speech and it's actually refers to fat condition.

4. Iphone

Iphone is an implication of breast.

## C. Metaphor

1. Palm, Palms

Palm, Palms is a metaphor of testicle.

# 2. My Balls

3.

My Balls is a metaphor of testicle (Holder, 2002, p.19).

# Pas<mark>sed</mark> away

Passed away is one of the oldest euphemisms known in English. "Pass" means a passage from this world to the next and "pass away" means into the next world or depart (Holder, 2002, p.292). It has been used in the sense "die" since about 1375. "Passed on" is away to a different place. People believed that the departing of the soul of a dead person was a literal physical event and the dead person began the journey toward either heaven or hell.

# (Martin, Gary. 2018. In phrases.org. Retrieved February

# 6,2018,<u>fromhttps://www.phrases.org.uk/meanings/27840</u> 0.html)

4. Game

Game is an activity that one engages in for amusement or fun. Based on the context, the game refers to having sex. Game is as a metaphor of having sex. The same thing both having sex and game is amusement and fun.

5. Elephant

Elephant is a metaphor that refers to the big problem.

#### 6. Claustrophobic

Claustrophobia is the fear of being enclosed in a small space or room and unable to escape. One study indicates that anywhere from 5 7% of the world population is affected by severe claustrophobia. (https://e n.m.wikipedia.org/wiki/Claustrophobia). S/he used term "claustrophobia" as a metaphor for the difficulty. S/he used it to make soften term and acceptable.

#### 4.1.2 The Function of Euphemisms

The function of euphemism is the reason or the aim of someone using a euphemism in the articles of Cosmopolitan Magazine on the date 20 September until 20 December 2017. Based on Kate Burridge theory, there are six functions as the aim of using a euphemism, i.e.(1) "to shield and to avoid offense" (the protective euphemism), (2) "to mystify and to misrepresent" (the underhand euphemism), (3) "to talk up and to inflate" (the up lifting euphemism), (4) "to reveal and to inspire" (the provocative euphemism), (5) "to show solidarity and to help the define the gang" (the cohesive euphemism), and (6) "to have fun and to entertain" (the Ludic euphemism).

From articles of United Kingdom's Cosmopolitan Magazine on the date 20 September until 20 December 2017, the researcher found two categories of euphemism's function. Those are Protective function and Ludic function.

# 4.1.2 Functions of the euphemism

No.	Sex – body part Euphemism	Meaning	Functions of Euphemisms
1	Erect	Erection	Protective
2	Intimate	Having sex	Protective

#### List Functions of Sex – Body part Euphemisms:

3	Genitals	Penis	Protective
4	Blow job	Giving a man to orgasm	Protective
5	Hand job	Giving a man to orgasm	Protective
6	P-spot toy	Penis	Protective
7	Hand job game	Giving a man to orgasm	Ludic
8	Balls	Testicle	Protective
9	Doing It	Having sex	Protective
10	G-spot	Grafenberg Spot or Female genital	Protective
11	Iphone	Breast	Ludic
12	Inexperienced	Virgin	Protective
13	F off	Fuck Off	Protective
14	PIV	Penis in Vagina	Protective
15	Dry palm	Testicle	Protective
16	The game	Having sex	Ludic
17	V	Vagina	Protective
18	Sleep	Having sex	Protective
19	Wasn't slim	Fat	Protective
20	U-spot	Urethra	Protective

No.	Sickness - Death	Meaning	Functions of
	Euphemism		Euphemisms
1	Claustrophobic	Difficult thing	Protective
2	LGBTQ	Sexual Community	Protective
3	Intersex	Nor female male sexual anatomy	Protective
4	Passed away	Die	Protective
5	Hypersexual	Sex addiction	Protective
6	Bi	Bisexual	Protective
7	Elephant	Big Problem	Protective
8	Dysorgasmia	Difficult to orgasm	Protective
9	Dysfunction	Malfunction of an organ	Protective
10	My Periods	Menstruation	Protective

# List Functions of Sickness – Death Euphemisms:

## Data 1

Interviewer : You identify as having a small penis. How

big is it?

- Man A : 3.5 inches when *erect*.
- Man B : 4.1 inches when *erect* and 1.6 when

flaccid.

Man C : Three inches when *erect*.

The interviewer of Cosmopolitan Magazine gave a question about how big the genitals of resource people (Man A, Man B and Man C). All of the people answered the size of their genitals when they were erection. They used "erect" term (as an abbreviation of "erection") to protect their face. By using erect word, it would be more polite than using erection term. The interviewer would know what people said from the context also. (**Data 1/Abb/Protective**)

## <u>Data 2</u>

Interviewer : When did you realise you were smaller than average?

Man A : I think it was when I started being *intimate* with women. When you're younger and fooling around for the first time, you don't really have a frame of reference for what's normal size-wise. But as I got a little older, I could tell my partners seemed disappointed.

Man A (as a resource person) said that he realized his genital is smaller than average when he started being intimate with a women. Intimate in here does not means as an effort to know well about someone, but it is an implication of having sex. By using the implication, the resource person or Man A, keep himself for loosing face. (Data 2/Imp/Protective)

#### <u>Data 3</u>

Interviewer : When did you realise you were smaller than average?

Man C : Around 13, seeing other boys in the changing room. Seeing their larger penises and pubic hair made me feel inferior. I felt like I needed to hide my *genitals* in order to avoid being singled out and bullied.

The interviewer give a question, when they realized their genitals were smaller than average. Man C used "genital" as a general term to avoid loss of his face. Genital is a general term for reproductive organ. It can be female or male organ. In this context, it is male reproductive organ. (Data 3/par/Protective)

### Data 4

Interviewer : how does the size of your penis influence the way that you have sex?

Man A : I like to think — and I really hope my partners agree that I've gotten really good at performing oral sex. I just want people I have sex with to know I have different skills to offer, in case my penis wasn't what they were expecting. I also really enjoy getting *blow jobs* because my partners can adjust the pressure easily, so it feels tighter than penetration for me.

The interviewer asked how does the size of speaker's genital can influence the way of his have sex and Man A stated that he enjoyed getting blow job from his partner. Blow job is an activity to excite or giving sexual pleasure to a man. In here, Man A used blow job term to avoid losing face for the interviewer. (**Data 4/com/Protective**)

#### Data 5

"I do it a lot. My S/O has much lower stamina and drive than I do so if I don't finish, she would take it personally and it could be weeks before she's in the mood again. If I fake it, I lose short term but we both benefit long term with greater sexual frequency. It's not hard to fake if you are inside her. It's tricky with a *hand job* or other manual stimulation, but depending on angle you can pull it off.

The interviewer asked to seven people about why they faked reaching orgasm to their girl friends. This fourth Man said that he often or a lot did it because his girf friend in lower stamina. If the Man do not fake it, his girl friend would be little angry and it would be serious problem for him. By faked her, in long term they would get greater sexual frequency and the one tricky way is by using hand job. Hand job is a euphemism for masturbation (Warren, 1992). (Data 5/com/Protective)

## <u>Data 6</u>

(Guy partners might like a *P-spot toy*). For variation, you can also stroke yourselves while watching each other get more and more turned on.

P-spot toy is an abbreviation euphemism instead of penis spot toy. In this text, the writer or Jill Hamilton used abbreviation euphemism to soften the word "penis." She used it to protect her face. (Data 6/Abb/Protective)

# Data 7

# How to seriously up your hand job game

Hand job is a combination of two innocuous words "hand" and "job," that means masturbation. Hand job is the activity using hands to bring a man to orgasm. The title of the article is hand job tips or how to increase hand job (or masturbation) to be climax. The writer used "hand job game" not to protect his or her face, but it tend to amuse the reader. By using the term, his or her article would be interesting to the reader. (Data 7/Com/Ludic)

# <u>Data 8</u>

"My partner plays with her fingernails super-lightly around my frenulum – never hurting me, but just dancing them over the area

while she whispers dirty talk," enthuses Nathan, 30. "It's my favourite way to begin a *hand job*."

Hand job is the activity using hands to bring a man to orgasm. The man or nathan used hand job term instead of masturbation. By using the euphemism, he can protect from losing face (Warren, 1992). (Data 8/Com/Protective)

Data 9

"Hand Jobs. I can do it far better myself." [via]

Hand job is the activity using hands to bring a man to orgasm. This article shared sex things that are overrated for every man or woman. This fifth person stated that he prefer hand job by himself. He used hand job to change taboo term or masturbation to be more polite. (Data 9/Com/Protective)

## <u>Data 10</u>

"Sixty nine. It's difficult upside down, kinda *claustrophobic*." [via]

Claustrophobia is the fear of being enclosed in a small space or room and unable to escape. One study indicates that anywhere from 5-7% of the

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world population is affected by severe claustrophobia. https://en.m.wikipedia.org/wiki/Claustrophobia

This article shared sex things that valued over for every man or woman. The seventh person stated that when s/he was sixty nine, someone would be difficult upside down likes adolescent. When s/he was sixty nine, his or her sexuality would be decrease and it would be difficult to upside down it. S/he used term "claustrophobia" as a metaphor for the difficulty. S/he used it to make soften term and acceptable. (Data 10/Mor/Protective)

## <u>Data 11</u>

"Blow jobs. I don't mind giving them."

Blow job is the activity of giving sexual pleasure to a man by using the mouth on his penis. The eighth person stated that he assumed that giving blow job was not overrated thing for every man. He useb " blow job" term to avoid for losing face. (Data 11/Com/Protective)

#### <u>Data 12</u>

So many films about lesbian women are created by male directors, for the male gaze. They more often than not cast slim, white, femme, conventionally attractive and heterosexual women to play their main characters. It's boring and frustrating. *LGBTQ*+ users took to Reddit to recommend the lesbian movies they actually like.

This is an introduction of article about 11 of the best lesbian movies. Paisley Gilmour as the writer reveal that many films about lesbian women that are created by male director, it's from male perspective and it is difference with the reality of lesbian women. She stated that LGBTQ+ took to Reddit to recomend how the lesbian movies actually like. LGBTQ is an acronym of "Lesbian, Gay, Bisexual, Transgender and Queer." She used LGBTQ to emphasize the diversity of sexuality and gender identity. She did not tend to only one identity but in general. Not only emphasize, but she used the term to soften the the uncommon words or dispreferred. (Data 12/Acronyms/Protective)

#### <u>Data 13</u>

Interviewer : so, you identify as *intersex*. What does that mean?

Woman B : I have a congenital Disorder/Difference of Sex Development (DSD) called pure gonadal dysgenesis, or Swyer Syndrome. I'm an intersex woman without fully functioning gonads, or sex glands. While most females commonly possess two X chromosomes, my sex chromosomes are XY. Since I don't produce natural oestrogen, I take daily hormones to maintain healthy

bones, sexual health, and emotional health.

The interviewer asked to some women what does intersex means to them. Woman B stated that she is an intersex person. Intersex is a general term used for variety of conditions in which a person is born with a reproductive or sexual anatomy that doesn't seem to fit the typical definitions of female or male. Or we often called as bisexual. Woman B used "intersex" term to identify his or her gender. It can be as an euphemism, avoid for losing face and also as a term for identifying his or her condition, neither male nor female. (Data 13/Ola/Protective)

## <u>Data 14</u>

"I have...a fairly hairy *balls*. I don't know if it's hairier than average or what. I haven't really asked other people or compared it. But I have hair on my *balls* and shaft and so I get down there fairly regularly. Especially in the summer, I [trim] it once a week, then. Otherwise, if it gets stubbly, it gets insanely itchy. It actually can hurt. I've also found that tossing some baby powder down there after a shower works wonders. Again, especially in the summer months." — Christopher, 27

There are 11 people confess their intimate grooming routines. The first man stated that he has hairy ball (his genital). He used metaphor "ball" term instead of "testicle". The reason is he wants to soften and keep his face.

## (Data 14/Mor/Protective)

## <u>Data 15</u>

"I was the *blow job* girl."

"My first experience was at a big kink event and it was a hotel room with a few couples. I was with a male friend. It took hours to get started. Everyone sat around talking on the beds with all the lights on. My friend and I still joke about it being the 'overly bright orgy.' There was some massaging and then pretty tame sex and BJs etc, but it didn't do anything for me. I was also having my period so I was just kind of a *BJ girl*... which suited me fine." [via]

There are six people explain about their first experience in sex group. Fourth person stated that her first experience with a male in a hotel room along with several couples. She explained her first condition as a blow job girl. Blow job is the activity of giving sexual pleasure to a man by using the mouth on his penis. The fourth person used blow job term to keep her image and it is more acceptable word. (**Data 15/Com/Protective**)

## <u>Data 16</u>

"One time this girl took two fingers, placed them under my balls and

started doing massaging circles on that spot between my balls and ass ? It was like there was a 'hard button'." [via]

This article is about 9 things people say instantly turn them on during foreplay. As we know that foreplay involve as a part of sexual activity and it would be a taboo area. Taboo would be avoided by all people caused by a value of norm. Taboo is a negatif thing and it should be avoided for every one. Therefore, This ninth man, used ball term to make the taboo feeling to be soften and acceptable. (**Data 16/Mor/Protective**)

## <u>Data 17</u>

"First night she was really shy and kept hiding under the blanket and pulling it away from me while giggling. Nothing happened that night, then she got a call the next day from her mother and they kept talking for half an hour. It happened then later that night when we were in bed innocently watching TV, then she looked at me and said maybe the first complete sentence, 'I don't know what I'm supposed to do' in a nervous voice. So I laughed and played it funny, then started gently kissing, hugging, and joked a bit then two hours later we were *doing it*. Now I've two kids from her and she turned 26 last month." [via]

This article is about what first time sex was like for 9 people who had arranged marriages and this is one of the 9 people. He stated his experienced when he was intimate with a girl friend. He used a reference statement or can

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be said as an implication also, "doing it" to replace "having sex" term. By using the term, he kept his face from losing face. (Data 17/Imp/Protective)

## <u>Data 18</u>

"The first time I went [to a sex club] I was a bit nervous,' Jenny admits. 'When I walked in the door, I saw a woman lying on a table with six different men wanking over her body while she gave someone a *blow job*. I thought it was beautiful.'

This is first time experience of her, in a sex club. She admitted a bit nervous and telled the condition of the sex club. And then, she saw a girl was giving a blow job for one man. By using the term, she kept his face and avoided the dispreferred term for the reader. (Data 18/Com/Protective)

#### **Data 19**

The night before he *passed away*, I dreamt about him. I don't remember what it was about, I just remember his face. I woke up early before my alarm went off, which never happens because I am not a morning person. I remember looking over at him sleeping and thinking, I am so lucky to be this man's wife. I woke him up and we loved on each other all morning. As I was leaving for work, I realised I was running late because of all the time we spent together. Ethan was in the bathroom shaving, and he told me he loved me and he'd see

me when we got home. We had the most perfect last morning together, I'm forever thankful for that.

She told to the interviewer, about the day before her husband was passed away. Gustafsson (2007) stated that death can hurt people who are in grief or shock. She used term passed away not only to avoid her face, but she believe that passed away is a journey of someone when someone has passed and she also respect of his husband. She would not hurt her husband and prefer used passed away word, eventhough her husband has passed. In here, she used consolation term, passed away instead of dead. This euphemism is used to arouse. (Data 19/Mor/Protective)

#### **Data 20**

Get in a spooning position but curl up into more of a ball. Have him wrap his arms around you (how sweet!) and enter you from behind with long slow thrusts. The intimacy of his arms around you would make you feel butterflies, and the *G- spot* action would make you feel, well, something more intense!

This article is about 6 sex positions to increase someone's orgasms to the next level or more pleasure. This is a position, as a one of ways to get it. G-spot in here refers to a part of inside Vagina. G-spot also called the *Grafenberg* spot (from a *German gynecologist* Ernst Grafenberg), is an areaof the wall vagina that, when stimulated, may lead to strong sexual arousal, powerful orgasms and potential female ejaculation. (G- spot. 2018. In *oxforddictionaries.com*). G-spots not only refers to a part of vagina, but it also refers to the action, how to take G-spot or have a sex. (**Data 20/Ola/Protective**)

#### <u>Data 21</u>

## Ping Me

Kneel and lean down over a stack of pillows while he kneels and leans on you from behind, his legs outside of yours. As he thrusts, you're getting G-spot action, lazy intimacy, and free hands to grab your *iPhone and check your e- mail. JK! JK*?

This is a position of how to increase orgasm of someone. The writer's utterance is "and free hands to grab your iPhone and check your e-mail." in here, Iphone and check your email is as an implication, instead of breast. The meaning of the utterance is about grabbing breast of a girl. One of possible reasons is, it is used to make fun the reader of Cosmopolitan Magazine. The writer want to make enjoyable atmosphere. (**Data 21/Imp/Ludic**)

#### **Data 22**

The 2008 AVEN survey found that around 70% of respondents were female. However, that doesn't mean that there are more asexual women out there than asexual men. There are a lot of gender stereotypes and expectations that could make it more difficult for men to accept themselves (let alone come out) as asexual, since stereotypes about masculinity often include being *hypersexual*.

This colom that namely "15 myths about asexuality that couldn't be more wrong" is a colom about myths in asexuality. The writer used hyper sexual to soften his utterance. S/he used euphemism caused by his or her colom about asexual, and sure, it would be read by variety reader. S/he do not want to the reader be uncomfort until offended, angry because of his colom. (Data 22/Lat/Protective)

## <u>(Data 23</u>

"This is embarrassing, but the importance of safe sex. I mean, maybe 'embarrassing' isn't the right word. But when you're young, I think a lot of people don't think about the seriousness of STIs. Maybe because in high school and college and whenever you're sexually active, so many people are still *inexperienced*.

This colom namely "12 guys confess the most important thing a woman taught them in bed," is about 12 people that share the most important thing from women's teach when they are having sex. The writer used "inexperienced" term instead of "virgin" because he want to make comfort his reader. By using "inexperienced" term, he also keep away from losing face. He stated using "high school, college, and you" words. He used more comfort term, polite way so that the reader would accept his colom. (Data 23/Par/Protective)

#### Data 24

He never gives you compliments. Just because you dress for yourself, and feel empowered to make your own choices about what you wear, that doesn't mean the odd, "you look stunning babe" wouldn't go amiss. Never rely on his compliments to feel good, but if he never EVER says anything nice then he can actually *F off.* 

This colom is about what are the reasons of someone has to dump his boyfriend. In the second reason, the writer used term "F" instead of "Fuck." It has been discussed and stated by Warren in *What euphemisms tell us about the interpretation of words* (1992) "F, an abbreviation of fuck." The purpose of using "F" as a way to make soften word for the reader. (**Data 24/Abb/Protective**)

#### Data 25

He won't talk about sex. What weird sex stuff does he want to try? How does he like his *balls* to be touched? Does he want to tie you up like a suckling pig at a medieval feast? If you don't know, because he gets all freaked out when you ask, don't waste your vagina's valuable time.

This colom is about what are the reasons of someone has to dump his boyfriend. The sixth reason is a boyfriend that did not want to talk about sex. In here, the culture of the writer life, sex is so important in a relationship. It is so common. If a boyfriend wan not to have sex with a girlfriend, the author assume that he has to be dumped. The writer used "ball" term, instead of "testicle." She used the term because it would be acceptable term, more polite, to her reader. (Data 25/Mor/Protective)

## <u>Data 26</u>

"Anal is like getting a *blow job* at the same time that you're having sex."

Definition anal by Oxford dictionaries is relating to, situated near or involving the anus. A-spot is refers to anus itself. (Anal. 2018. In *oxforddictionaries.com*. Retrieved February 6, 2018, from <u>https://en.oxforddictionaries.com/definition/us/anal</u>)

Blow job is the activity of giving sexual pleasure to a man by using the penis on his mouth. (Bucket. 2007. In *advicenators.com*. Retrieved February 6, 2018, from <u>http://www.advicenators.com/qview.php?q=489459</u>)

In this colom, blow job did not functioned as protective euphemism

(make polite), but to refers, as a metaphore of pleasure. The function of term "blow job" is to protect of speakeer face (**Data 26/Com/Protective**).

## <u>Data 27</u>

"Hearing a girl moan from anal is different than hearing a moan from vaginal and I find it sounds a bit hotter... It's also the act of a female surrendering completely and a dominance thing, for myself. *PIV*> anal but options are always nice." [via]

(PIV or Penis In Vagina) P and V are abbreviation of penis and vagina. In addition, P- in- V also involves as an implication that means having sex. By using the abbreviation, the man can can avoid from losing face. (Data 27/Cro/Protective)

**Data 28** 

How to give a good hand job

Hand job is a combination of two innocuous words "hand" and "job," that means masturbation. Hand job is the activity using hands to bring a man to orgasm.

(Bucket. 2007. In *advicenators.com*. Retrieved February 6, 2018, from <u>http</u>

://www.advicenators.com/qview.php?q=489459).

"How to give a good *hand job*" is as the tittle of Ali fox article. Alix fox or the writer of this colom used "hand job" term caused by she want to protect herself from losing face for her reader. (Data 28/Com/Protective)

<u>Data 29</u>

Grease is the word

Some things in this world are better dry. Wit, for instance. Some wines. Those little carpet mats that fit round the base of toilets. However, hand jobs are not one of them. If your *dry palm* pulls and chafes against the skin of his penis, he's likely to wince and yelp as though he's just muddled up his vinaigrette dressing with his contact lens solution.

This colom, namely "How to give a good hand job" consist of several steps to give a good hand job. The fisrt step is "greasing or grease." it is using oil in a girl'hands (lubrication hands), afterthat, the girl start to give a hand job for his man. The writer used "dry palm" instead of "dry testicle," cause to make more soften words. Data 73. (Data 29/Mor/Protective)

#### <u>Data 30</u>

Interviewer : "Could you describe a typical woman client? Are they hot?"

"My women clients are all very similar. "Nearly all are *inexperienced*. There have been a few that fall outside all those traits but it really is a rare occurrence. I've only have one client that I consider hot."

This colom is about board of Reddit where celebrities and common people as the volunteer, and they would answer any questions that are posed by site's users. Twenty one-year-old Reddit user BlackLabelBaloo, who is "a straight male prostitute that caters to both women and men" is the one volunter. A site's user asked to him about typical his clients. He said that nearly all are inexperienced. In here, he used inexperienced term instead of virgin. He used the term because the term more polite than virgin word. He knows that if he use virgin word, his reader and clients would know, and it would make uncomfortable feeling for them. By using inexperienced, it would be better and general for his clients. (Data 30/Par/Protective)

#### <u>Data 31</u>

"I have to ask: How do you get hard if your client is unattractive? And how do you keep going if your client is very attractive?"

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"What works really well for me is thinking really hard about some of my favourite sexual encounters and my best orgasms. I don't get very many attractive clients and really only one that I would consider hot. Really isn't a problem. Any condom should keep you in the *game* long enough."

The writer used "game" term as an metaphor of having sex. The same thing are both of them have pleasure. He used "game" term for make fun. Data 77. (**Data 31/Mor/Ludic**)

## <u>Data 32</u>

"All your questions about *balls*, answered"

This colom titlely "All your questions about balls, answered" is about questions on the subject testicle that would be answered. The writer used "balls" instead of "testicle." The function of the substitution is for avoid losing face of the writer. (Data 32/Mor/Protective)

## <u>Data 33</u>

I'm *bi*. I am a person. My existence isn't offensive.

It is a status of Whitney Drake on November 5, 2017 in Twitter. She used "bi" term instead of "bisexual" term. She want to perform, show that she

digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id digilib.uinsby.ac.id

is a bi and she proud of it. By using the abbreviation "bi," she got more soften term for her condition, for her identity, as a bisexual.

— Whitney Drake  $\bigstar$  (@whitneyd) November 5, 2017) (Data

## 33/Abb/Protective)

#### <u>Data 34</u>

Kate Harrad from campaigners The Bisexual Index, said bi people have "historically been *hypersexualised* and associated with porn and promiscuity".

Kate Harrad used hypersexual term instead of sex addiction caused by she want to show their community (bi people) with better word, by using hypersexualised term. (**Data 34/Lat/Protective**)

## <u>Data 35</u>

8 guys describe the best *blow job* they've ever had

Blow job is the activity of giving sexual pleasure to a man by using the penis on his mouth.

(Bucket. 2007. In *advicenators.com*. Retrieved February 6, 2018, from

#### http://www.advicenators.com/qview.php?q=489459)

The writer used the term "blow job" caused to make comfortable feeling of

the reader and its protect his/her image (the writer). (Data

35/Com/Protective)

## <u>Data 36</u>

The Parlour Trick

Curl into a lil' duck-and-cover ball sideways onto an upholstered arm chair. Your knees/shins would be resting on one of the arms, your face is down on the seat cushion. Push your legs together for a super tight fit and angle yourself so he's hitting a deep spot on the bottom wall of *your V*. Press a strong vibe on your clit and you can both enjoy the rumbling vibes.

This colom is about have sex positions. One of the positions is "The Parlour Trick." The writer used "your V" instead of "your Vagina." The function of using the term is to protect the writer's image. (Data 36/Abb/Protective)

#### Data 37

The sad truth is, so many of us can't summon the strength and confidence it takes to turn to the side, poke the dozing man next to us and ask, "Could you, maybe, like, finger me a bit longer?" A basic bitch pop psychologist like myself would say a lot of this probably comes down to the gender stereotypes surrounding sex: That women don't really want to have sex, they only do it to stop men nagging them. That those who do want it are very slutty indeed. That *PIV* sex is the 'end goal' and anything else is merely a build up to The Main Event. You know, all that crap.

This writer used the term "penis in vagina" as an implication of have sex. The writer used it for make the reader be enjoy, comfort, to read his colom. (Data 37/Cro/Protective)

## <u>Data 38</u>

Lady Gaga is afraid it might give away some of her magic Gaga once told Vanity Fair she as avoiding sex for a kind of unusual reason, "I have this weird thing that if *I sleep* with someone they're going to take my creativity from me through my vag."

If I sleep in here is a general term, instead of have sex. Lady Gaga shared her opinion that she avoided to have sex with some one, it would make her creativity go away from her. (Data 38/Par/Protective)

#### <u>Data 39</u>

"I just saw someone giving a *blow job* in the sexy pool!" is not a text I ever imagined sending to my husband, and yet, there we were.

It is a statement of Laura Back as the writer in this colom. She informed that she went to a sex resort. When she was walking in the resort, she looked a some one giving a blow job. By using the blow job term. She could share her experience without worrying or afraid, it would be make uncomfort feeling of reader. (Data 39/Com/Protective)

#### <u>Data 40</u>

"I very much love watching men masturbate. It is the sexiest thing ever. For me, it's knowing that the man is turned on and it makes me curious what he got excited about. I like watching the technique so I can add little things when I give *hand jobs*. Hearing the moaning and breathing/panting is my favourite.

This colom namely " 9 women on why they love watching guys masturbate" is about the reasons of 9 women like to watch a man masturbate. In eighth reasons, a woman stated that she like in watching a man masturbate because she likes the moaning or breathing of her man. It would make her turned on. She also stated that would give a hand job to her man. Hand job is more acceptable for her reader and more polite to be used in her colom. (Data 40/Com/Protective)

Nipples aren't just there to become *erect* and look super hot under a tight t-shirt, oh no. They're often overlooked during sex and that should be a criminal offence because they can provide so much pleasure.

Erect is an abbreviation of "erection" term. This colom namely "How nipple play can feel amazing during sex" is about the way, or how to play nipple of someone and to make her arouse. The writer used the term to make more polite. Erect word can be as an implication of orgasm or climax condition. (**Data 41/Abb/Protective**)

#### <u>Data 42</u>

In April 2016, he started working in a pub where he met 21-year-old Gaia. "When we first started *sleeping* together we were using condoms," Gaia says, "but we gave up quite soon, maybe after a month. I think we were both feeling that we could trust each other. I was on the Pill and most worried about getting pregnant, I guess."

In this colom, Cosmopolitan UK spoke to Jesse and Gaia, a couple in their early 20s who were in an exclusive relationship but discovered they had an STI (sexually transmitted infections) shortly after they stopped using condoms. They explain how it happened and the impact it had on their relationship. Cosmopolitan told that Jesse met Gaian when he was working in a pub. Cosmopolitan stated that Jesse sleeping together with Gaia. In here, sleeping is a general word instead of have sex. Cosmopolitan used "sleeping" word to make comfortable word for the reader. (Data 42/Par/Protective)

#### **Data 43**

Many people noted that their dates would often hide their affection for them in public, as though ashamed to be attracted to someone who *wasn't slim*.

This colom written by Stephanie Yeboah, entitled "People have been sharing their stories of dating while plus-size and their accounts would make you cry" is a colom about stories of dating with plus-sized. The writer or Yeboah used term "was not slim" instead of "fat" to make acceptable, polite, and to protect her face. By using indirectness, it would be more soften than the other term, orthophemism, fat condition. Not only for protection, but the term would make more confident with her body, arouse,

inspire, that there is no wrong with fat and plus sized people have to proud of it. (Data 43/Imp/Protective)

## <u>Data 44</u>

"No such thing as foreplay for me. Whether we are using our hands, mouths, genitals or toys, it's all sex. Not every sexual encounter has to include *PIV*, and when it does, it doesn't have to be the main attraction." [via]

This colom is entitle "What 8 guys really think about foreplay" is a colom where 8 man shared about what is foreplay about. The writer used acronym PIV instead of "Penis In Vagina." The writer used the implication caused by to protect and make the term be polite. The reader still understand and it does not matter caused they (reader) would know the context, and sure it is the term of "Penis In Vagina." (Data 44/Cro/Protective)

#### Data 45

Anderson also commonly asks a woman she's treating to bring her partner in so she can help facilitate a conversation about the pain between the two of them. She said her primary role in those conversations is just identifying the *elephant* in the room, and giving them permission to talk about it openly.

This colom, entitle "Is it normal to have painful orgasms" is about a colom that explain painful orgasm in female's climax excitement. Kimberly Anderson is a sex therapist and clinical instructor of psychiatry at UCLA. When Andreson was treating a woman, she asked her partner to talk about the "elephant.""Elephant" in here is as an implication, instead of "the big

## problem."

It is common for a doctor, used a euphemism to make his or her patient be relaxed, open, and polite. It would be make worried his or her patient if a doctor used direct term, "problem" as a choice word. (Data 45/Mor/Protective)

## <u>Data 46</u>

Anderson said this is a *dysfunction* that really requires a well-rounded treatment plan. With mental counselling but no pelvic floor therapy, a woman might feel better about sex but still have issues with tight muscles or nerves in the area. And without mental counselling, a woman may retrain the muscles but never re- develop a healthy approach to sex and pleasure. The best approach for returning to pain-free orgasms is to treat the whole body and mind all at the same time.

Kimberly Anderson is a sex therapist and clinical instructor of psychiatry at UCLA. She used "dysfunction" instead of direct term,the "illness" or "painful orgasm" to make soften word, identify the condition of her patient. (Data 46/Lat/Protective)

#### <u>Data 47</u>

"It's not like a blood test," Andersen said. "A lot of doctors don't know how to treat it and don't believe it exists. I would encourage women to be assertive in advocating for themselves. If your doctor is dismissive, I would find another doctor, and not rest until you find a good one." If you're having a hard time locating a good doctor for *dysorgasmia* in your area, McHugh suggested the website for the International Pelvic Pain Society, which has a list of doctors based on region.

Dr. Katherine McHugh — an ob-gyn at Indiana University Health and a pelvic pain specialist. She told that if someone was difficult to find a good doctor for "dysorgasmia," she suggested website for the International Pelvic Pain Society, which has a list of doctors based on region. She used "dysorgasmia" instead of "difficult or does not reach orgasm" in sexual activity. She used the term to soften the word, make un-worried her patient to the illness. (Data 47/Lat/Protective)

## <u>Data 48</u>

We're all pretty well versed in clitoral orgasms, but there are so many other types you can experiment with. From G-spot stimulation to *U-spot*.

This colom, entitle "How to have a cervical orgasm" is written by Paisley Gilmour. She told that there are others types of orgams that the reader can do, such as G-spot untill u-spot. U in here means "Urethra." U-spot or urethra spot is a tube that connects the urinary bladder to the urinary meatus for the removal of urine from the body. Urethra of male and female are different. (Urethra. 2018. In *oxforddictionaries.com*. Retrieved February 6, 2018, from <u>https://en.oxforddictionaries.com/definition/urethra</u>).

Urithra is in a genital of female, its a part of it. By using the term, the writer be able to inform the part of genital, without worring losing face caused it has been abbreviation and it would be soften than using vagina word. (Data 48/Abb/Protective)

#### <u>Data 49</u>

"*My periods* had been so up and down in the run up to the wedding, which I'd put down to pre-wedding stress, that I thought it was me finally relaxing and my period was starting," the 29-year-old from West Sussex said. "We still managed to make love, but there was blood everywhere."

Writer of the colom is Talitha. She used a general term "period" instead of "menstruation" caused the term would be sound good than using menstruation term. All of the reader would be know that period in here refers to a period of menstruation. (Data 49/Par/Protective)

#### 4.2 Discussion

The result showed that in health and love-sex colom, in the Cosmopolitan magazine of United States used varieties euphemisms. in the date 20 October untill 20 November 2017, the researcher find out four euphemism types based on Warren's theory. This section discussed about the types and the function of euphemisms that is used by Cosmopolitan Magazine of United States.

# 4.2.1 The types of euphemisms used by Cosmopolitan Magazine of United States in the date 20 October until 20 December 2017.

In the date 20 October untill 20 November 2017, the researcher find out four euphemism types based on Warren's theory i.e. formation devices, phonemic modification, loan words and semantic innovation

One of types which are used by the writer of Cosmopolitan Magazine of United States is word formation devices method. There are two sub-categories of word formation devices that are used to form a euphemism i.e. compounding and acronym. The first subcategory or compounding method is a way in which the writer forms a euphemism through combining two innocuous words, for an otherwise unacceptable term (Warren, 1992). The results of this compounding are hand job, blow job and hand job game. Both hand job and blow job are often can be found in the Cosmopolitan Magazine. The similarity of hand job and blow job are about the way to achieve orgasm, but by different activities.

The second sub-category is acronym. The second subcategory is acronyms. It is an abbreviation consisting of the first letters of each word in the name of something, pronounced as a word (Acronyms. 2018. In Cambridge.org. Retrieved Maret 11, 2018, from https://dictionary.cambridge.org /dictionary

/english/acronym). Acronyms can be differentiated from other abbreviations in being pronounceable as words (Merriam-Webster, Inc.Merriam-Webster's Dictionary of English Usage, 1994. ISBN:0-87779-132-5. pp. 21–22). There just one acronyms that found in Cosmopolitan Magazine. It is PIV. PIV is an acronym of "Penis In Vagina." It means that having sex activity.

The second type used by the writers of Cosmopolitan Magazine of United States in health and love-sex colom is phonemic modification method and the sub-category is abbreviation. Abbreviation is a shortened form of a written word or phrase. The results of this study find out several abbreviation to form euphemisms i.e. LGBTQ, erect, p-spot, bi, V and u-spot.

The third type used by the writer of Cosmopolitan Magazine of United States is loan words. There are three sub-categories of loan words that the researcher found in this Cosmopolitan Magazine. The sub-categories are Latin and other language. The first sub-category is

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Latin. As the name, Latin means Greek and using substition of unacceptable term with Latin term to make soften and acceptable for the reader. Alkire (2002) stated that euphemisms has Latin roots. There are many euphemism phrases derived from Latin, which appeared especially after Norman Conquest in 1066, when Latin presented the language of the upper-class. The researcher found four words as Latin euphemism i.e. hypersexualize dysfunction, polysexual and dysorgasmia. All of the euphemisms are used to state about sexual problem. The second sub-category is other language. It means that a euphemism which is formed from the other language. This study find out two words euphemisms, combination of English and Other language i.e. intersex and G-spot. The similarity of the euphemisms, both intersex and G-spot are comes from German language.

The fourth type used by the writer of Cosmopolitan Magazine of United States is semantic innovation. There are three subcategories of semantic innovation that the researcher found in this Cosmopolitan Magazine. The sub- categories are particularization, implication and metaphor. The first sub-category is particularization. Particularization means a general term that is used, which is required to be 'particularized' within the context to make sense. There just two particularization euphemisms that found in Cosmopolitan Magazine i.e. inexperienced and sleep or sleeping. The second sub-category is implication. Implication means that the act of implying. The researcher found three implicature words such as intimate, doing it and wasn't slim. The last sub- category is metaphor. Metaphor is an imaginative way of describing something byreferring to something else which is the same in a particular way (Metaphor. 2018. In collinsdictionary.com. Retrieved March 13, 2018, from https://www.collinsdictionary.com/dictionary/english/metaphor). The researcher found five wordsas metaphor i.e. palm, ball, passed away, game and elephant.

## 4.2.2 The functions of euphemisms used by Cosmopolitan Magazine of United States in the date 20 October until 20 December 2017.

The functions of euphemisms used by Cosmopolitan Magazine of the United States are seeing from euphemism view. Based on Kate Burridge (2012), there are six functions of using euphemisms i.e. (1) "to shield and to avoid offense" (the protective euphemism), (2) "to mystify and to misrepresent" (the underhand euphemism), (3) "to talk up and to inflate" (the uplifting euphemism), (4) "to reveal and to inspire" (the provocative euphemism), (5) "to show solidarity and to help the define the gang" (the cohesive euphemism), and

(6) "to have fun and to entertain" (the ludic euphemism). However, the functions of euphemisms which is used by Cosmopolitan Magazine of United States from 20 September until 20 December are protective function and Ludic function.

The first function is polite function or protective euphemism. Health and love & sex are two of several columns which are available for mass people as the reader of United States Cosmopolitan Magazine. Over 3 million people are subscribed to cosmopolitan and about 9.477.377 people follow Cosmopolitan's social media. Cosmopolitan Magazine is one of famous magazine in the world, so that the acceptable words, appropriate language are needed to preserve Cosmopolitan Magazine from disappointment of their reader.

Most of the functions in this study are protective euphemism. This function is often appeared in this study. Its function is as a verbal escape that is created to respond or stated taboos word. The taboos such as private parts, bodily functions, sex, anger, dishonesty, drunkenness, madness, disease, death, dangerous animals, fear, God, and so on (Burridge,2012). And in this study, more than 80 percent the taboos are in body's part, sex and sickness.

In body's part and sex column, there are four ways to form a euphemism for body's part and sex i.e. Abbreviation (ex. V, erect and P), particularization (ex. genital), metaphor (ex. ball) and implication (ex. wasn't slim). The writers used those ways to avoid dispreferred terms, to avoid offense for the reader and also to avoid from losing face of the writer.

In sickness and death column, there are four ways to form a euphemism for anything about sickness and or death i.e. metaphor (ex. Claustrophobic), other language (ex. Intersex), Latin (ex. Hypersexual, dysorgasmia and dysfunction), and particularization (ex. My periods).

The last function and the rarely appeared in this study is Ludic function. Ludic euphemism is a euphemism that has function to amuse, entertain or have fun. The researcher found three words as ludic euphemism. Those are hand job game, Iphone and the game words. Hand job game is formed from compounding way. Hand job game means masturbation, as like hand job terms but adding the game word. Hand job is a combination of three innocuous words "hand", "job" and "game" that means masturbation. Hand job is the activity using hand bring and orgasm. а man to

#### **CHAPTER V**

## **CONCLUSION & SUGGESTION**

This chapter is the final section of this research. There are two sections in this chapter. The first section talks about the conclusion of the research and the last section is discussed about suggestions for future research to explore this study.

## 5.1 Conclusion

In the daily communication, there would be many things that people assume as taboo topics to be discussed. Sex, body part, sickness and death are regarded as the most taboo topic. There would be an effort, an obligation to maintain face of the speaker for losing face. Due to the obligation, euphemism came as one of the important devices, to keep the face both of the speaker or the hearer.

This research finds that the types of euphemism formation of sexual and body part euphemisms are more variety rather than sickness and death euphemism. There are four types of euphemisms formation in the columns "love and sex" and "health," i.e. word formation devices, phonemic modification, loan words and semantic innovation. In the sexual and body part euphemism, the most used types of the euphemisms is abbreviation and its included in phonemic modification. Meanwhile, in the sickness and death euphemisms, the most used types of the euphemisms is Latin and it's included in loan words.

The functions of euphemisms that are used by Cosmopolitan Magazine of United Kingdom are to shield or to avoid offense (the protective euphemism) and to have fun (the ludic euphemism).

## 5.2 Suggestions

The researcher suggest for people who want to make a research in similar topic with this study to use the data from the other sources, media or the other theories. There are many sources that the future researcher can be used. There is several E-Magazine or E-News of Indonesia that used English language. It can be used for the next researcher. The researcher also suggests for using the other theories such as Burridge theory, Samoskaite or etc.

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