

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This thesis is originally made by the researcher and it contains no material previously published or written by other person except those in quotations and references are made in the text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

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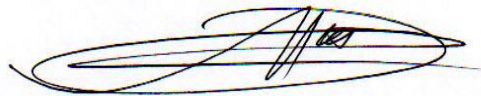


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(Chi ren, 2013). The function changed based on the situation and need of a speaker. Until at the moment, euphemism has become an important part of human being's communication.

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 [https://en.m.wikipedia.org/wiki/Cosmopolitan\\_magazine](https://en.m.wikipedia.org/wiki/Cosmopolitan_magazine)).

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

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 (Burrige, 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











































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



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 self-promotion 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.

Stephanie'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 (Burrige, 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.







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



### 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, well-being, 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 <https://medium.com/@oliviakish/cosmopolitan-writers-guidelines>).

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.

### 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













































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

























































**Data 41**

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)**

**Data 42**

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





































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