# DYSPHEMISM IN *RIVERDALE* TV SERIES SEASON 1

# **THESIS**

Submitted as Partial Fulfillment of the Requirements for the Bachelor Degree of English

Department Faculty of Arts and Humanities

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#### **ABSTRACT**

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The thesis entitled 'Dysphemism in Riverdale TV Series Season 1' investigates the types of dysphemism along with the usage of dysphemism based on gender, age, and role in the society. The writer chooses Keith Allan's X-phemism and creativity (2012) to explore the obtained data. The theory divides the type of dysphemism into eleven specific parts, which each of them has its own distinction either from the formation or the origin and history. All of the investigation activities are under qualitative-content analysis method. The writer acts as the key instrument – human instrument.

The resultshows 402 dysphemism expression are uttered by the characters of Riverdale TV Series. From these 402 dysphemism expressions, the writer found eleven types of dysphemism that are remodelling, contractions, underspecification, part for whole, upgrades, downgrades, deceptions and obfuscation, substitutions, appearance based for tabooed body parts, color based, sound based, smell, taste and touch based, and verbal play. With 33% percentage, substitution becomes the most used type of dysphemism. Meanwhile underspecification and part for whole become the least used types of dysphemism with each of them exist in 1% out of 100%. Also, 68% of attained dysphemism expressions are uttered by female characters. The teenage characters have the tendency of using dysphemism expressions more than the adult characters. The last result reveals that the gang members are familiar with dysphemism expressions, while the politician is the least one who uses it.

#### INTISARI

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Pembimbing: Murni Fidiyanti, M. A.

Kata Kunci : disfemisme, pemilihan kata, kegunaan bahasa

Skripsi berjudul 'Dysphemism in Riverdale TV Series Season 1' ini meneliti tentang ekspresi disfemisme beserta penggunaan berdasarkan gender, umur, dan peran dalam masyarakat. Peneliti menggunakan teori Keith Allan's X-phemism and creativity (2012) sebagai alat utama dalam menganalisa data yang telah didapat. Teori ini membagi disfemisme dalam sebelas tipe spesifik, yang mana setiap tipe ini memiliki ciri khas, baik dalam pembentukannya maupun dalam sejarah dan asal-usulnya. Semua aktivitas penelitian berada di bawah metode analisis kualitatif-konten. Peneliti berperan sebagai instrument kunci – instrument manusia. Hasil menunjukkan terdapat 402 ekspresi disfemisme yang diutarakan oleh karakter-karakter Riverdale TV Series.

Dari 402 ekspresi disfemisme, peneliti menemukan sebelas tipe disfemisme yakni pengubahan bentuk, penyusutan, semua untuk sebagian, sebagian untuk semua, peningkatan, penurunan, kilah, dan pengaburan, substitusi, basis tampilan untuk bagian tubuh yang tabu, basis warna, basis suara, basis penciuman, perasa dan sentuhan, dan permainan lisan. Substitusi menjadi tipe yang paling banyak digunakan dengan persentase 33%. Sedangkan semua untuk sebagian dan sebagian untuk semua menjadi tipe yang paling jarang digunakan dengan persentasi masing masing 1% dari 100%. Kemudian, 68% dari ekspresi disfemisme diutarakan oleh karakter wanita. Para karakter remaja memiliki kecenderungan untuk menggunakan ekspresi disfemisme lebih dari karakter dewasa. Yang terakhir, penemuan menunjukkan bahwa para anggota geng familiar dengan ekspresi disfemisme, sedangkan politisi menjadi karakter yang paling jarang menggunakan ekspresi disfemisme.

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## **CHAPTER I**

# INTRODUCTION

### 1.1. Background of Study

As the people become aware of saving their good face, the tendency of arranging words before speaking up become a habit that needs to be done. The use of more socially encouraging expression that is counted as a strategy of politeness is preferred by society. Nonetheless, some people respectively stand on the other side, preferusing bold, threatening and mostly negative language as their defense over someone, with the aim of "offending or violating the proscription imposed by society or by ourselves" (Fernandez, 2015:2) or "expressing solidarity and maintaining social relationships" (Holmes, 2013:317). For the former aim, it triggers the one's opponents to lose their good faces, while the speaker successfully conveys their disapproval, or even abhorrence. It proves that the function of language is not only to communicate, but also to tear down, scorn, and annihilate opponent. This condition and language preference exist in the domain of linguistics, known as dysphemism.

Recently, there has been growing interest in the topic of dysphemism that produced many interesting results but it is hardly separated from euphemism. Some studies were designed on several fields, included in the movie (Sari, 2007; Dhika, 2013), literary works (Pandey 2011; Ruiz, 2015), politics (Matouskova, 2010; Ruiz, 2017), and mass media (Hojati 2012; Ryabova, 2013). Aside from that,

several studies had been made creatively to investigate the use of dysphemism inside particular communities (Hassanein, 2013; Kaosa-ad, 2009; Rababah, 2014; Gomaa& Shi, 2012; Anudo; 2012; Malo&Muhammed, 2014). Furthermore, some researchers focused on the formation and formulation of euphemisms and dysphemisms terms (Linfoot-ham, 2005; Belikova&Abramovich, 2013; Maalej, 2016; Allan, 2012; Gomez, 2012), their structures on translation (Thawabteh, 2012; Putranti, et al., 2017; Al-Hamad& Salman, 2013), and their meanings (Duda, 2011; Fernandez, 2006; Fernandez, 2008; Radulović, 2012).

As stated by Allan &Burridge (1988:12) dysphemism is an expression with connotations that is offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason. Dysphemistic expressions may be used to offend and nondysphemistically to display intimacy; they focus on the potentially offensive (Allan, 2012:6). McArthur (1992:328) adds that dysphemism is usedfor negative or disparaging expression to describe something or someone with a note that its special subtype (which is cruel and offensive). Dysphemism does not only revolve around intimidating and harsh words when the context and circumstances pollute impartialor polite expressions, they inevitably have a dysphemistic purpose. By all means, when a speaker decides to use a term, even the neutral one, it is best to point out the indispensable role of the context and the intentions of the speakerin their choice of expressions(Duda, 2011:16).

In fact, dysphemism topic of discussion is chosen based on a particular communicative intention on a given occasion. Allan and Burridge (2006:29) said

that the mechanism of dysphemism, or, in other words, 'speaking offensively'. The precise example comes from a euphemism term (the opposite of dysphemism) *economically disadvantaged*, it refers to a condition whereby one cannot afford a standard of living in a society or simply economically deprived. The opposite of that term which has dysphemistic characteristic is *poor*, where it has exactly equal meaning to *economically disadvantaged*. As refers to the Concise Oxford English Dictionary (2004) in which it states that dysphemism can be considered as a derogatory or unpleasant term used instead of a pleasant or neutral one. Whilst *economically disadvantaged* is used for amelioration, *poor* is employed for pejorative expression.

The study of dysphemism becomes one of the significant topics to be investigated, there were some researchers who worked on its meaning and function in a certain field (Rababah, 2014), its formation and its relation to metaphor (Maalej, 2016), and its translatability in English subtitling (Thawabteh, 2012). These three studies used different data, which are the subtitle of movies, and actual people. Both the first and second studies took the real data, but they were analyzed with different approaches. A new circumstance and new method should be used, in order to gain a new study that is noteworthy. The writer decides to analyze the types of dysphemism that is further followed by the investigation of how gender, age and role in the societyaffect the frequencyof using dysphemistic expressions. It is widely known that the relationship between gender, age, role in the societyand language use is an interesting topic that is being debated endlessly. Yet, the lack of research done in this field that is focused on dysphemism needs to be developed

further. Also, to make it fresh and dissimilar, the writer resolves to pick TV Series as her data.

One of the interesting aspects comes from dialogues which exist on TV Series. An approval comes from King (2002:1) who states that films provide more pedagogical options and are a rich resource of intrinsically motivating materials for learners. However, choosing TV Series as the data of research will give noteworthy effects in acquiring various arrangement of words and dysphemistic expressions. Furthermore, the notable gender differences, age and role in the societyby using those specified expressions will give another new knowledge.

Riverdale was released on January 26, 2017. It is an American television series based on characters from the Archie Comics. This tv series set in the present time, talk about the surrealist of small-town life and its intrigue. Riverdale is starred by mostly senior high school teenagers that come from both genders, almost equally. The adults also play lots of notable characters, and they have a differentrole in the society, from the mayor of the city, teachers, to the gangsters. Thisseries is chosen by the writer because it is the most suitable TV series for obtaining the data so far. All of the characters have different and dynamic backgrounds.

In conclusion, the study of dysphemismwhich further executed with gender, age and role in the societywill be a useful exploration regarding the fact there is still less research which had been conducted on this topic. Also, the writer decides to use new kind of data which is taken from TV Series where the writer has to experience real-time with the characters, watching them grow and being aware

with their utterances and expressions, almost like a real story. As stated by Mahmood (2013:80) that cinemas are undeniably reflective of the society that we live in, the strong link between "reel" and "real" is here to stay and cinema influenced our lifestyle vice versa as well.

#### 1.2. Research Problems

This study is conducted based on the following questions:

- 1. What are the types of dysphemism used by the characters of *Riverdale*TV Series?
- 2. How is the frequency of dysphemism usage based on the Riverdale characters' gender, age and role in the society?

# 1.3. Research Objectives

Based on the problems of this study, the objectives specifically aim:

- 1. To identify the type and forms of dysphemism by the characters of *Riverdale* TV Series.
- 2. To investigate the relation of dysphemism based on gender, age and role in the societyof *Riverdale* TV Series.

# 1.4. Significance of the Research

Suggestively, this study is made to bring advantage andknowledge for both the writer and the reader. Classified into theoretically and practically, the writer hopes that the significances can be accomplished in whole. As in theoretically, this study is expected to enrich the information of words structure in the form of terms and expressions. This study may be giving a reference for the readers to gain knowledge about language use and how the society shapes the meaning of certain words. Practically, both the writer and the reader are expected to have a betterability in making the right decision on which terms that should be used in certain conditions. Then, both the writer and the readers are able to recognize the reason why such people use dysphemistic terms and to warn themselves to be wiser while speaking in front of people.

# 1.5. Scope and Limitation

This study focused on the dysphemism terms and its classification based on Keith Allan's X-phemism and creativity (2012:7-38) as the main tool. The classification has eleven categories that each of them has a different way of forming the dysphemistic terms, such as remodelling, contractions, substitutions, part for whole x-phemism, colour based metaphors for x-phemism, and et cetera. This study is also designed to put the dysphemistic terms in some classifications (gender, age and role in the society). The data are taken from characters dialogues of *Riverdale TV Series Season I* which existed on the scripts. Both dialogues of major and minor characters are included in the analysis without any discrimination.

# 1.6. Definition of Key Terms

- a. Dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason.
   (Allan &Burridge, 1988:12)
- b. Riverdale is an American <u>teen dramatelevision series</u> based on the characters of <u>Archie Comics</u>. The series was adapted for <u>The CW</u> by Archie Comics' chief creative officer <u>Roberto Aguirre-Sacasa</u>, and produced by <u>Warner Bros.(https://en.wikipedia.org/wiki/Riverdale (2017 TV series)</u>

## **CHAPTER II**

# **REVIEW OF LITERATURE**

# 2.1. Dysphemism

Defined by Oxford Online Dictionary (2017) dysphemism is "a derogatory or unpleasant term used instead of a pleasant or neutral one". This statement is supported by Putranti et al (2017:710) where dysphemism uses harsh language or even taboo words. Conveying notions, desires, and thoughts through some particularly harsh words are something that speaker intents. So that, dysphemism is tied to politeness through the concept of face (Ruiz, 2017:9). Speakers resort to dysphemism to talk about people and things that frustrate and annoy them that they disapprove of and wish to disparage, humiliate and degrade. (Allan &Burridge, 2006:31)

These days, enhancing what an individual really mean with dysphemism can be found in almost all kinds of conversation, including daily talk, school, and work. The characteristic of dysphemisms are direct and negative (Rababah, 2014:229). As the language develops, the choice of using dysphemism depends on several factors, such as the conversation situation, time, place, the speaker, the hearer and the topic of the conversation (ibid).

As this study becomes popular, society realizes that there are times where an individual prefers using dreadful words. Furthermore, a statement is phrased by an expert, in which dysphemism is the process whereby the most pejorative traits of the taboo are highlighted with an offensive aim to the addressee or to the concept itself (Fernández, 2008:96). In sum, dysphemism is associated with insult (Duda, 2011:51) and employed for pejorative expression (Thawabteh, 2012:148) with an offensive aim to the addressee or the audience, or to the concept itself or denotatum (Ruiz, 2015:120).

Throwing harsher, even more, offensive word instead of one considered less harsh is a signal of a rudeness. As Allan &Burridge convey that because impolitebehaviour is offensive, it is dysphemistic, and because politebehaviour is more or less the opposite of impolite behaviour, polite behaviour is non-dysphemistic(2006:43). Since all speakers are obliged to take care of their own face, then they have to consider the face-wants of the hearers. While it is true that dysphemisms are considered threatening, the speakers must be careful in choosing on what context they can use these particular terms.

# 2.2. Types of Dysphemism

According to Keith Allan's model of X-phemism (2012:6-38), there are eleven categories of X-phemism formation.

#### a. Remodelling

The first category is remodelling as a source of euphemisms and euphemistic dysphemisms. This type preserves greater or lesser degree of phonetic or orthographic resemblance between the original and the novel form. In euphemistic term, the word *God* is remodelled as *Gosh!* 

Meanwhile the words such as *Holy Mary! Holy Mother!* are usually altered into *Holy shit! Holy fuck!* to double the dysphemistic effect. Perhaps *What in Hades?!* is a euphemism for *What in hell?!* 

#### b. Contractions

Contractions consistoffour big types, the first one is **clipping**. There are two kinds of clipping, the former is fore-clipping (something is chopped off the front of the word), just like pants stands for underpants. The latter is end-clipping (something is chopped from the end), when undies, bra and Gee stand for underpants, brassiere, and God.

The second isacronyms, which occurs from the initial letters of phrases. Acronymsshould be read as the whole like usual words. The word SNAFU /'snafu/ is an acronym for *Situation Normal*, *All Fucked*. The next isalphabetisms, it is constructed from the initial letters of phrases, instead of being read as a whole, alphabetisms need to be read letter by letter. An alphabetism for *Son-Of-a-Bitch isS.O.B.*/'esoov bi/ and for *Read the Fucking Manual* is *RTFM*.

The last is **omission**, a term can be considered as omission when each of missing letters is replaced one-for-one by a non-alphabetic symbol. The termsf— and f\*\*\* are two example of omission that represent the word *fuck*. Omission can happen in some letters of a word, or the whole word disappears, and it brings up a definitely new word, e.g. *the lavatory* can be fully omitted to *I need to go*.

# c. General-for-specific euphemisms

The next category is underspecification: general for specific euphemisms. It applies only to euphemisms, sometimes it falls in terms of metonymy and synecdoche. The use of *nether regions* and *down there* for genitals is best to denote *the-general-area-for-a-specific-area-within-it*.

# d. Part-for-whole X-phemism

When a boyfriend calling their girlfriend as a (bit of) 'cunt' or 'ass' is dysphemistic as if someone mocks another people with 'arsehole' or 'asshole'. Thus, this category often uses offensive body-part terms as an insult for dysphemistic term. Nevertheless, some euphemistic expressions also fall into this category. An individual may diagnose himself *got a cough* even if he does not suffer the stuffed-up nose, post-nasal drip,and running eyes.

# e. Upgrades, downgrades, deceptions, and obfuscations

The next is upgrades, downgrades, deceptions, and obfuscations. Euphemism terms are known for avoiding the mildly distasteful and dispreferred expressions. Though some euphemisms are downright deceptive and others deliberately obfuscatory. It is desirable to say *adult videos* instead of *pornographic content*. A sanitation engineer sounds more exalted than a garbage collector as well as a preloved object stands for a second-hand or used object in themore deliberate way. There are some types included in this category, consisting of circumlocutions, litotes, ironic hedges, and hyperboles.

Circumlocution is more like comparatively verbose, and sometimes obfuscatory politically correct expressions that smack of jargon. For example, one may call *little girl's room* to refer the *female toilet*. Litotes (an affirmative expressed through negating its contrary)and Ironic Hedges are similar, they focus on how to cover a negative expression into its contrary but through the negative form. An expression like *he is not unintelligent* is litotes, while *he is not very bright* is ironic hedges. Many language expressions castigated as jargon are paraphrases of this kind, such as *faeces* becomes *solid waste matter, rape* becomes *criminal sexual assault*.

Hyperbole (overstatements) is the last type that falls into this category. The term that uses hyperbole tends to dramatize and embellish something to be greater than it is supposed. When the word *death* is being affected by hyperbole, it can form a new expression with still the same meaning, like *fight to glory*.

# f. Substitutions

In the sixth category, there is substitutions: replacement terms from within the language or borrowed from another. Calling a Jew *stingy* and portraying someone who displays amoral and dictatorial characteristics as *a Nazi*are the examples of this category. Undoubtedly, there is French, which has never had a good relationship with English due to the past. Most of the sex-related dysphemisms are taken from this language: *French kiss, French* 

*letter, French novels, mot, and masseuse.* All of them are related to the terms of pornographic stuff.

# g. Appearance-based metaphors for tabooed body parts and functions

According to its name, it has close relation with appearance or the reference of dysphemistic and euphemistic terms' image. The *anus* (anus is Latin word for ring) is referred to as *ring, hole, brown eye, date, arsehole, shithole and blurter*. While woman's breasts may be called with *knockers, bouncers, bulbs, balloons, bazoom(b)as, and melons*.

# h. Colour based metaphors for X-phemisms

There is a condition that euphemistic connotations of colours are rare, yet dysphemistic connotations of colours are common. There is general assumption where the word *black* has often to do with human skin colour, like all racial dysphemism and many other insults, it can be reclaimed as a badge of honour. In the opposite, the word *white* somehow represents light, purity and mostly positive connotations, though it rarely used euphemistically. In dysphemism, *yellow* means cowards and cheap paper, while green means illness or jealousy.

# i. Sound based metaphors

After that, sound based metaphors falls into the next category. From the title name, it can be concluded that most of the terms are taken from the sound and hear activity. The word *tinkle* for the euphemistic terms of *urinate* is stimulated by the sound as the piss flows into the water. Other lavatorial terms include the noun fart *break wind* that is mildly

dysphemistic, and *thunderbox* referring to the noise of toilet flushing and/or the noises made prior.

# j. Smell, taste, andtouch based X-phemisms

It is widely known that smell is ageneral topic which can be considered as orthophemistic. Yet, to say *You smell* is dysphemistic. There are plenty of smell terms that refer to dysphemistic expressions such as *odour*, *pong*, *stink*, and *stench*. In the scope of taste words, the terms *sweetie*, *sweetness*, *sugar*, *and honey* tend to have apositive meaning, while *sour* is included on dysphemistic attribution. To tell someone as *hard-headed* is to be resolute and sagacious, which is reflected as a positive evaluation. While the word *hot* has mostly euphemistic terms relation,

# k. Verbal Play

The author protects him or herself when talking about taboo topics by artfully trading on metaphor and figurative interpretations of the locutions used. *The rose* is a euphemism and symbol for the blood from a newly split hymen.

# 2.3. Previous Study

There are some previous studies related to the topic of dysphemism. The first previous study was created byZouheirMaalej (2016), that his study used "Metaphor and Dysphemism" as its title. This study examined how metaphor guides dysphemism in the eight dialects of Arabic. With qualitative and quantitative methods, the data were taken from online questionnaire and

unstructured interviews. In conclusion, it was found on the study that when metaphor was being paired with the sexual frame, the metaphor would likely have a frame conflict with its literal counterpart, which became subject to evasion and reflected meanings. Another challenge regarding this study was the case of the dysphemistic words that could be the Gordian knot to pan-Arab understanding and communication, it could create some miscommunication. So that, the researcher warned the Arabic speakers to be aware for cross-dialectal synonymy, in order to avoid any dysphemistic terms as they talk to other Arab speakers with different dialects.

Another study was made by Hussein AbdoRababah (2014)which he took "The Translatability and Use of X-Phemism Expressions (X-Phemization): Euphemisms, Dysphemisms, and Orthophemisms in the Medical Discourse" as the title of his paper. The method of his study was quantitative and qualitative types of research, and the data were taken from spreading questionnaires and interview in 50 health care providers. There were some conclusions taken, including some motives, forms and styles for using X-phemism. The healthcare workers used euphemistic or orthophemistic expressions in order to be formal anddirect with healthcare users. When they had to show seriousness to healthcare users, to motivate them to comply with the medical instructions or to help healthcare users to get rid of bad and dangerous habits and behaviors, they used dysphemistic expressions.

The last came from Mohammad Ahmad Thawabteh (2012) with "The Translatability of Euphemism and Dysphemism in Arabic-English Subtitling". It

focused on how a subtitle of euphemism and dysphemism expressions could be perfectly comprehended, while those terms were one of the major problems in the matter of translating. The researcher chose to analyze the subtitle of Egyptian film named *Ramadan fawqil-burkān*that was being translated to English by ART Network into "Ramadan atop the Volcano". The result of analysis showed that it was not only related to linguistic, but also cultural, and technical when it occurred on subtitling euphemistic or dysphemistic terms. The technical dimension was needed to acquire the precise synchronization, segmentation problems, and the miscommunication can be reduced to a minimum. Also, the study presented that three major strategies are opted for (1) SL euphemistic or dysphemistic expressions are rendered into TL free of euphemistic or dysphemistic expressions; (2) SL euphemistic or dysphemistic expressions; and (3) SL free of euphemistic or dysphemistic expressions.

Since these three previous studies had different type of data, the writer resolved to use TV Series as her source of data. TV Series contains serial of events that allow the writer to analyze the way characters speak and arrange their words from the first until the last episode. As stated by Mahmood (2013:77) that cinema, popular or parallel, is a visual art of story–telling with rich inputs of music, screenplay, cast and script, mirrors the contemporary society in which it functions. Indirectly, TV Series serves duplicate events from the real world that is worth analyzing. While making this study, the writer realized that there is still little research on dysphemism terms, especially on the types itself.

# **CHAPTER III**

#### RESEARCH METHOD

# 3.1. Research Design

The research executed with a qualitative design where it is based on methods of analysis, explanation and argument. Mason (2002:3) stated that qualitative research aims toproduce rounded and contextual understandings on the basis of rich, nuancedand detailed data, thatfurther clarification is supported by Atieno (2014:14) in which the process of qualitative research is inductive in that the researcher builds abstractions, concepts, hypotheses, and theories from details. The writer used content analysis method as the part of the qualitative design, the use of content analysis method was to conceptualize the process of assigning categories to text passages as a qualitative-interpretive act, following content-analytical (Phillip, 2014:10). Text passages can be described not only in the form of writing such as novels, newspapers, historical documents, and printed advertisements, but it can appear in the form of movies dialogues or script of speech.

#### 3.2. Data Collection

#### a. Data and Data Sources

The data source for this research was taken from a TV Series. The writer decided to analyze the subtitle of Riverdale TV Series Season 1 along with the TV Series itself for the supporting data in the form of mp4 videos. So, the data will be in the form of words that exist inside of the subtitle. Riverdale is an American TV Series which released on January 26, 2017, based on characters from the <a href="Archie Comics">Archie Comics</a>. The total 12 episodes from the firstseason of this TV series were already downloaded from https://forum.idws.id/ on March23, 2018. The subtitles of characters' dialogues were analyzed, with the intention of finding the dysphemistic expressions.

#### **b.** Instruments

The research used the writer as the main research instrument. As Atieno(2009:14)mentionedthe primary instrument for data collection and analysis is the qualitative researcher. Data were mediated through this human instrument, rather than through inventories, questionnaires, or machines.In this case, the writer worked to collect the data, with a laptop as the supporting instrument.

# c.Techniques of Data Collection

The steps of data collection are arranged as below:

 The beginning of research was started by downloading Riverdale TV Series from <a href="https://forum.idws.id/.onMarch23">https://forum.idws.id/.onMarch23</a>, 2018.

- 2. Then, the writer watched the TV Series for multiple times to fathom the dialogues along with its context.
- 3. Subtitles of the movie were needed as the requirement for making the data collection process became easier. While watching the TV Series, the writer also investigated all the dysphemistic expressions that happened to be uttered by the characters.

# 3.3. Techniques of Data Analysis

The way of analyzing this research based on these following steps:

Watching the TV Series while noting down the uttered dysphemistic terms along with its meaning and its type based on Allan (2012:6-38). All the subtitles came from <a href="http://subscene.com">http://subscene.com</a>. To make it easier in analyzing, the writer decided to make tables for the raw data is displayed below.

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This table was created only to make the process of grouping the dysphemism found into every category became simple, the writer decided not to attach this table in the appendices section. To fill the **type** column, the writer formulated a code to make it shorter and appear better.

Types	Code
Remodelling	Re

Contractions	Con
Underspecification	Un
Part for Whole	Paf
Upgrades, Downgrades, Deceptions, And Obfuscations	Up
Substitutions	Sub
Appearance Based Metaphors	Ap
Color Based Metaphors	Сь
Sound Based Metaphors	So
Smell, Taste and Touch Based X-Phemisms	Sm
Verbal Play	Vb

Table 3.1. Code of Dysphemism Types

2. After getting the raw data, the writer categorizes each of the identified dysphemism expression on the right table based on its type. The information of the type is attached above the table:

**Type: Remodelling** 

Number	Sentence	Dysphemism Word	Meaning
1	Alice:		
	May Jason Blossom burn in hell.	burn in hell	Suffer
2	Archie: You know what, I think that's more a fantasy from your wank-bank, Reggie.	wank-bank	Brain

Table 3.2 Dysphemism based on its type

3. While for the research question number two, the writer created a simplified version of the table that each of dysphemism is served based on age, gender, and role in the society.

# Teenager to teenager

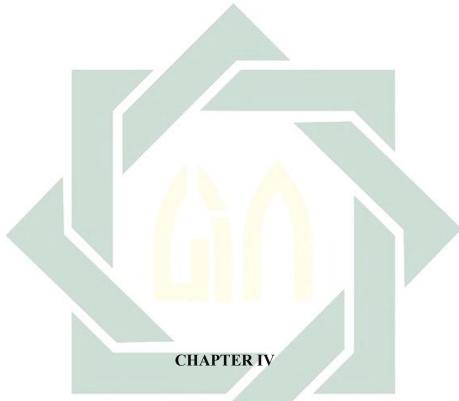
Number	Sentence	Dysphemism Word
1	Kevin:  Because Archie's swell, but like most millennial straight guys, he needs to be told what he wants.	Swell
2	Kevin: Game-changer. Archie got hot! He's got abs now. Six more reasons for you to take that ginger bull by the horns tonight.	Ginger bull

Table 3.3 Dysphemism based on age

# b. Describing and presenting the data

Describing the result and concluding itwere the last step that need to be done. The data presented in the form of conversation which was labelled by codes as in the example below:

Data (number of findings based on types) / (episode) / (number of findings based on episode)



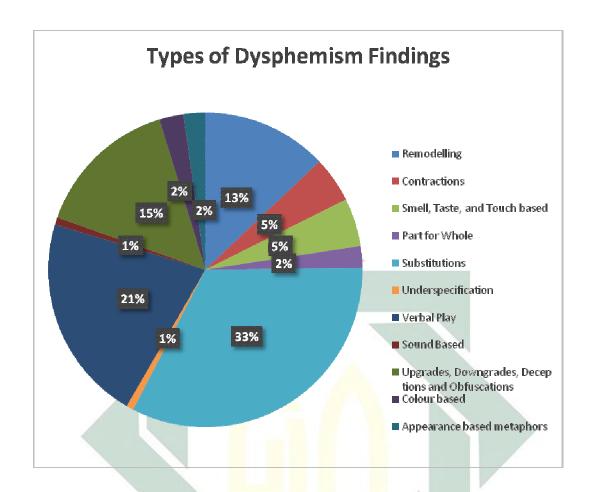
FINDINGS AND DISCUSSIONS

# 4. 1. Findings

This chapter focuses on the result of analysis which has been obtained by the writer from *Riverdale* TV Series Season 1. Instead of concentrating on some important characters, the study is intended to get the dysphemism expressions as many as possible. According to the first research problem, the writerclassifies the dysphemism expressions based on its types.

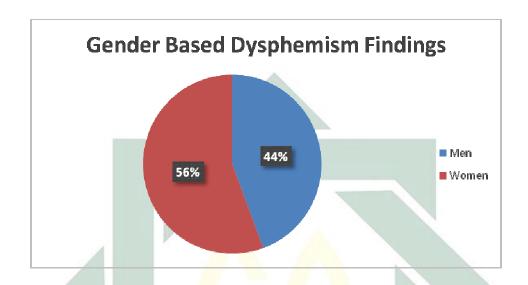
The writer decides to apply the theory from Keith Allan's model of X-phemism (2012:6-38). This theory consists of eleven types, that each of them had its own distinction based on how it is formed. The dysphemism expressions are found on almost every character of *Riverdale* TV Series. To answer the second research problem, the writer simply maps the findings based on the characters' gender, age, and the last is based on the role in the society of the adult characters from Riverdale TV Series Season 1. After mapping the results, the writer then compares the identified the dysphemism based on each factor.

As from the data, the writer finds the dysphemism in total of 408 expressions that are divided into eleven types of dysphemism based on how it occurs. The types are remodelling, contractions, underspecification, part for whole, upgrades, downgrades, deceptions and obfuscation, substitutions, appearance based for tabooed body parts, color based, sound based, smell, taste and touch, and the last is verbal play. The ratio is presented on the pie chart below.

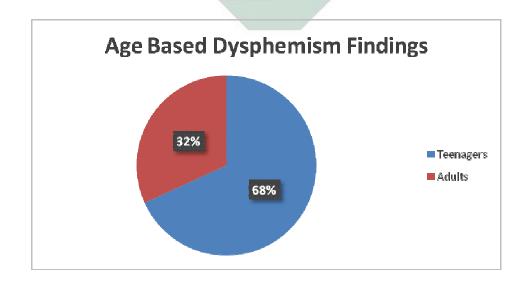


The chart above shows that the dysphemism findings are mostly categorized into the substitutions type. This condition happens because most of the characters on Riverdale TV Series prefer to switch and use the more offensive replacement terms rather than use the polite or accepted one. The next most used type of dysphemism falls into the verbal play type, in which dysphemism expressions are formed merely when the speaker decides to enhance what he wants to say by trading on metaphor and figurative interpretations that have negative meanings. After the verbal play, there are upgrades, downgrades, deceptions and obfuscation type and remodelling type, whereinthe former consists of 60 dysphemism expressions and the latter consists of 52 dysphemism expressions. The other types which do not appear often are generally those that have specified

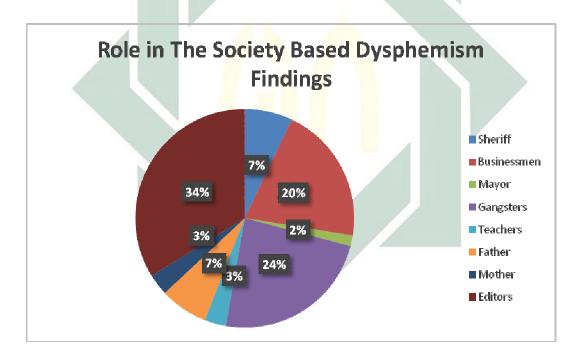
characteristic such as smell, taste and touch based type, colour based type, sound based and appearance based metaphors type. The rest that falls into the minor type are underspecification type, contractions type and part for whole type.



This chart serves the dysphemism findings proportion based on the genders. Women tend to use dysphemism more often than men, with 12% greater in the ratio. The writer notices that the reason is mainly because the women have more dialogues and scenes than men on this TV Series. Also, the problems and the plotting mainly resolve around the women characters.



Age Based Dysphemism chart is mainly about the frequency comparison of using dysphemism expressions between the two stages of life, teen and adult characters on Riverdale TV Series. Adults decide to utter more positive words that are not cruel and inoffensive. Meanwhile, the teenagers stand with quite big 69% percentage, surpassing the adult stage. The writer realizes that the teenagers engage with more straightforward words, even ignoring the hearer's positive faceand expressing their judgment and opinion solely based on their own desire. It is important to reckon that both teenagers and adults have the same dialogues and scenes proportion on the total 13 episodes of Riverdale TV Series.



The last pie chart observes the frequency comparison of using dysphemism expression based on role in the society, focusing on the adult stage of life. Surprisingly, in every three dysphemism expressions, one of them is uttered by the editor. In the second place, there are gangsters with 24% percentage, in which it fits the common perception that violent people, often related to criminal activities,

more likely to use offensive and rude expressions. Businessmen stay in the third place, followed by the sheriff and father. Meanwhile, the last position is filled with mother, teachers and mayor of the Riverdale town. The next further explanation revolves around the types of dysphemism.

## 4.1.1. Types of Dysphemism

In order to answer the first statement problem, the types of dysphemism found in the Riverdale TV Series is observed thoroughly. According to the Allan's type of X-phemism (2012:5), X-phemisms affects the language to form a new expression or meaning for the existing expression while causing some part of the existing expression to disappear. He then adds that there are two major ways in which X-phemisms (as well as dysphemism) are created, formally through remodelling and semantically through figurative language (ibid). From these two major ways, Allan finds eleven notable types of dysphemism that are presented as follows.

## 4.1.1.1. Remodelling

To form offensive or more threatening expression, this type resolves to produce new words that still resembles the original forms. The similarity mainly occurs the phonetic or orthographic domain. The data are served down below.

## Data 03/02/05

Kevin: "Dear Betty,please forgive me, XOXO, V." Who the hell

is"V"?

Betty: Veronica. Veronica: Veronica.

Veronica: The yellow is for friendship.

[Minute 00:06:42-00:06:55]

The offensive expression 'Who the hell is 'V'?' originally comes from a neutral expression 'Who is 'V'?'. The function of the words 'the hell' is meant to be the intensifier of the neutral expression. When the words 'the hell' are being inserted into the original form, it directly makesthe expression become more threatening and rude. This expression is supposed to deliver anger, impatience or any negative intention that Kevin has. In this case, Kevin adds the word 'the hell' to deliver his extreme curiosity rather than using it to threaten Betty. In the second data of remodelling type, another word that can be used as the intensifier while keeping all or some parts of the original form is explained in the next passage.

## Data04/02/16

Veronica: Okay, well, I ship it.

Kevin: Well, of course you would. You're a big city girl with loose

morals. I just meant that Moose has an official girlfriend, Midge. Anyway, it's terrible to say, but part of me wishes he would just stay in the **darn** closet. Obviously, I didn't mean

literal closet.

[Minute 00:13:07-00:13:26]

The word 'darn' is the remodelled version of the explicit word 'damn'.

Based on Remodelling type of Allan's X-phemism and creativity(2012:9) to

change the explicit version into the polite one, many English words are modified

into the less attacking forms, such as 'fucking' is often remodelled into 'mucking,

freaking, and frigging'. Nonetheless, it is better to dodge the words that have a

chance of giving offence such as the remodelled word 'darn', except the times

when the speaker aims to release his affront to the addressee.

The phrase 'darn closet' is meant to deliver the same meaning with its

original form 'damn closet'. Alike with the previous data, the word 'darn' is

inserted as the intensifier enhance the true motive of Kevin, either to show disgust, irritation or dislike to the person that is being talked about. Kevin remodels the word 'damn' into 'darn' and employs it in the daily talk, while Veronica has no difficulty in grasping the intended meaning. For a fluent speaker, the word that is being remodelled or misspelled still appear the same way with its original and correct form.

#### Data 10/02/43

Reggie: What do you care, Andrews?

Archie: Nothing, just leave him alone. **Holy crap.** 

Reggie: Did you and Donnie Darko kill him together? Was it some

sort of pervy, blood brother thing?

[Minute 00:30:23-00:30:31]

The expression 'Holy crap' that is being uttered by Archie multiplies the dysphemistic effect than 'Holy Mary' and 'Holymother' but it is considered as a less profane form of 'Holy shit' and 'Holy fuck'. The word crap itself stands for 'something unworthy'. While keeping the religious 'holy' part, the term still does not lose its unsavoriness. Taking the Lord's name as an offence and blasphemy are strongly avoided in a neutral expression, yet society benefits it as a way to convey an impolite exclamation.

### Data 28/08/04

Betty: It's an impossible situation.

Veronica: Betty, come on. An impossible situation is being invitedto

both the Vanity Flair Oscar party and Elton John's Oscar partyon the same night. Which happened to me one year, I know. This is merelyan annoying situation. But luckily, I've been percolating on an idea, <u>hellishly simple</u> in its conception. What if my mom and I were to host a baby

shower?

Cheryl: Count me in. [Minute 00:04:13-00:04:38]

The literal meaning of the phrase 'hellishly simple' is 'veryunpleasantly simple'. Veronica uses 'hellishly' instead of 'very unpleasantly' to persuade and convince Betty with her suggestion. The word hellishly is originally derived from hellish and hell, that three of them share almost similar unpleasant meaning. The meaning varies from bad, painful, harmful and suffer. These three words are often used for swearing and intensifier.

#### 4.1.1.2. Contractions

This type mainly focuses on how to remake the existing word into the new one either by clipping it, taking the initial letters of phrases or omitting some letters of the existing word with symbols yet the meaning remains the same. There are three examples taken from the dysphemism expression found in the Riverdale TV Series. The first example talks about one of contractions' types named fore-clipping.

## Data 01/01/12

Archie: I was hoping I could talk to you about some songs that I

wrote?

Josie: Let me just stop you right there. You're staringat our

pussycat ears, which is rude, but let me break it, and them, down for you. The Pussycats are building a brand, creating a signature look, okay? We're telling a story. This year, we'd like to build on that success, continue telling our story with

songs we write.

Archie: I get that. It's just...

Josie: Read my glossed lips, **Justin Gingerlake**. Not... gonna...

happen.

[Minute 00:11:23-00:11:43]

The whole dialogue shows that Archie asks Josie to help him regarding the songs that he wrote. Instead of helping, Josie tells Archie about her story on

achieving her latest position as a talented singer whilerequesting Archie to back off, even calling him 'Justin Gingerlake'. The word 'Justin Gingerlake' is a mockery, inspired from the famous singer named Justin Timberlake. Josie clips the front part of Timberlake and adds the word 'Ginger' as she refers to the hair color of Archie, the mix of red and brown color. In irony, Josie uses the professional singer Justin Timberlake to illustrateArchie's effort for trying to write some songs and ask for help.

## Data 02/03/35

Archie: And I was hoping you would let me go.

Fred: No, Archie. You don't get to go wherever you want,

whenever you want, and damn what anyone else says.

Archie: Dad, this is the first time a song I worked on is gonna be

performed in front of people. On stage. Please, let me go to

this, and then ground me for the next six months, a year.

[Minute 00:26:58-00:27:14]

The word 'damn' that is being used by Fred stands for 'I do not care'. This dysphemism expression falls into the second type of contractions called full-omissions. The phrase 'I do not care' is fully omitted and replaced with the word 'damn' which emphases the strong warning, anger and annoyance of Fred towards Archie for disobeying his demand. In anyconditions, selecting the word 'damn' to replace 'I do not care' indicates the idea of a strong dismissal, at the same time it directly signals that the speaker resigns from any consequences.

#### Data 15/10/44

Chuck:

Archie: Leave her the hell alone, Chuck.

Shut up, Andrews. Look, you may get a free peepshow

every

night, but you do not know her. Hell, Betty doesn't even know herself. Everybody knows why I got suspended. But what you don't know... She dressed up like a hooker, in a

<u>God-awful</u> black wig, drugged me, handcuffed me in the Jacuzzi, and I almost drowned until she got me to say what she wanted to hear. And then she really lost it. She actually thought she was Polly. But, hey, you knew all about this, right, Jughead?

FP Jones: Enough! That's enough!

[Minute 00:30:45-00:31:22]

The phrase 'God-awful' bears a meaning of very bad or unpleasant in its most probability. The word 'God' signifies the highest level, top and most possible likelihood, whilst the word 'awful' accentuates anything that is lousy and horrible. Chuck accentuates the word 'God-awful' to disdain Betty's wig and her fashion taste. Instead of bringing up a new meaning, the phrase God-awful has the same meaning with very unpleasant, it only comes with a new form.

# 4.1.1.3. Underspecification: General for specific

General for specific happens when a general word stands for the specific one. By that, ambiguity has a big role in establishing the underspecification type. As stated by Bunt (2007:12) ambiguity makes the construction of representations of all the possible interpretations. Underspecification is supposedly compatible with only the euphemistic terms, however, the writer finds some euphemisms terms that are used as dysphemism terms by the character to offend their interlocutors. All the data are served down below.

## Data 01/01/15 - Data 01/01/16

Cheryl: Weatherbee wants me to sign up for a few.

Cheerleading. You must. I'm senior captain of the River

Vixens.

Kevin: Is cheerleading still **a thing**?

Cheryl: Is being the Gay Best Friendstill **a thing**? Some people

sayit's retro, I say it's eternal and iconic.

Veronica: At Spence, I sat at the top of the Elites' pyramid. I'm in.

## [Minute 00:17:32-00:17:51]

Kevin and Cheryl use 'a thing' for an exchange of the word 'up to date' or 'in trend'is one of the dysphemism expressions in the type of underspecification. The word 'a thing' can employ general and wide meanings that are able to resolve depending on the context of the conversation. In the dialogue above, Kevin and Cheryl argue over a cheerleading extracurricular. Kevin disparages and questions whether it is a good idea to join cheerleading, while Cheryl as the captain of the cheerleading team feels underestimated and has the urge to defend her pride by doing the same thing to Kevin. It may sound polite to exchange the word in trend with 'a thing', but the way both of them covers the true word with the ambiguous one increases the attention and accentuation on it.

## Data 03/07/09

Penelope: Good Lord, fine.

Cheryl: So, Ginger texted me while I was in the ladies' room. It

seems that crazy bitch, Polly Cooper, escaped from some looney bin, the same night Jason's car was torched. So let me do the math for you. Polly escaping plus Polly torching Jason's car equals she's Jason's killer. Covering her tracks, trying to go underground, like the vicious, cold-hearted

murdering mean girl that she is.

[Minute 00:06:40-00:07:01]

Another example of underspecification is the phrase 'mean girl' that is being used by Cheryl on the dialogue above. The term mean girl does have lots of meaning. 'Mean' signifies the character of evil, bad or wicked. There are lots of reason why someone can be considered as mean, either by committing criminal activities, harming someone innocent, or simply by gossiping and making fun of someone's weakness. Cheryl merely labels Polly as a mean girl without being

specific on what kind of activity that she has done for deserving that kind of judgement. This condition forces the surrounding to have a deeper interpretation in order to savvy the best correct meaning that suits the context of the conversation.

Aside from using ambiguity, the characters play with vagueness to cover their expression that inevitably draws the hearer's attention. In particular that formof vagueness or 'imprecision' that is caused by the infinite range of possibilities that a speaker has when choosing acertaingranularity for his referring expressions (Bunt, 2007:12). With the presence of vagueness, not only drawing the attention, the hearer will take some time to process the exact intended meaning.

#### 4.1.1.4. Part for Whole

Part for whole works as the opposite of underspecificationtype. This type happens when a part of an entity can work to demonstrate its whole. Both underspecification and part for whole are sometimes discussed in the term 'metonymy' and 'synecdoche' (Allan, 2012:12). However, Lakoff and Johnsen(2003:36) argue that metonymy does serve the function of providing understanding. Which part that is picked by the speakers determines which aspect they are focusing on. Nevertheless, in the area of dysphemism, some parts of our body are considered offensive to be discussed.

## Data 01/01/06

Reggie: Yo, be honest with me. You work on any

houses? Anyprivatehomes?

Archie: Yeah, a couple.

Reggie: Did you tap **some cougar ass** this summer?

Archie: You know what, I think that's more a fantasyfrom your

wank-bank, Reggie.

## [Minute 00:09:12-00:09:24]

Reggie refers to the older women seeking for a relationship with younger men as 'some cougar ass' is practically recognized as dysphemism term that falls into part for whole type. The term cougar itself is found by Valerie Gibson, when a woman flirts with a younger man, she stated that the woman is alike with a cougar on the prowl (Reyes, 2010). However, referring 'cougar ass' denotes that the speaker intends to say 'cougar' as the whole person. The usage of some part as an insult to refer to someone or something is considered dysphemistic.

## Data 08/10/35

Dilton: I saw Ms. Grundy's car by Sweetwater River, the day Jason

went missing. I told Betty and Jughead, and then, Ms.

Grundy quit her job and left Riverdale, like, two days later.

Cheryl: And let's not forget that Archie was also at the Sweetwater

> that morning. Oh, my God, color me shocked, Archie Andrews. Is that why you became a mediocre musician overnight? Because you and Ms.Foureyes were pulling a

Mary Kay Letourneau?

Don't say anything, Archie. Veronica:

[Minute 00:29:46-00:30:10]

Miss Grundy that is being mentioned above is a woman that relies on eyeglasses as a help for her blurry eyesight. Cheryl addresses her as Ms.Foureyes to illustrate that she has two innate eyes and the two others come from her eyeglasses. Cheryl presumes Miss Grundy as the whole person while mentioning only a part of her body. As stated by Allan (2012:12) that part for whole type of dysphemism has a strong relation with metonymy that it permits someone to use one or some part to stand and illustrate the whole component.

## Data 09/13/13

Sometimes you help them just by showing up. Fred:

Archie: I've been showing up all year, Dad. And it hasn't made one

bit of difference. We're getting our asses kicked.

[Minute 00:16:18-00:16:27]

Archie says 'we're getting our asses kicked' does not denote that he barely experienced his ass being kicked. 'Ass' as an offensive body part refers to the pridethat fails to be securedor capability that fails to be maintained by 'we'. Also, the phrase 'get one's ass kicked' indirectly states that the person is easily defeated.

All of the example mentioned before are supposedly related to its whole form. It is impossible to refer Miss Grundy as Ms.Foureyes when she does not wear eyeglasses. As further supported by Lakoff and Johnsen (2003:35) that we are using one entity to refer to another that is related to it, also it simply has primarily a referential function.

# 4.1.1.5. Upgrades, downgrades, deceptions and obfuscations

This type is supposedly worked for the euphemism expressions.

Nevertheless, some features of this type are compatible with the dysphemism terms

## Data 06/02/11

Sheriff Keller: Most of you alreadyknow the details, but your

classmateJason Blossom's bodywas found late Saturday night.So as of the weekend,Jason's death is now being treated as a homicide.It is an openand ongoing investigation.

Cheryl: And may I interject, neither I nor my parents will rest until

Jason's death is avenged, and his cold-hearted killeris walking

the green mileto sit in Old Sparky and **fry**.

[Minute 00:08:36-00:09:07]

'Fry' downgrades the word 'die' as it refers to the anger and the annoyance of Cheryl. Cheryl feels an extreme abhorrence toward Jason's killer and decides to

replace the word 'die' with 'fry' as if it is the most well-suited way to illustrate the death of the killer. The word fry travels from its literal meaning (to cook food in hot oil or fat) to stop living. It happens because Cheryl mentions the phrases 'walking in the green mile' and 'to sit in Old Sparky' that both cause someone to die.

#### Data 19/04/02

Jughead: The Drive-In closing is just one morenail in the **coffin** that is

Riverdale...No, forget Riverdale,in the <u>coffin ofthe</u> **American dream.**As the godfather ofindie cinema, Quentin

Tarantino, likes to say...

Kevin: Please, God, no moreQuentin Tarantino references.

Jughead: What? I'm pissed.And not justabout losing my

job.TheTwilight Drive-Inshould meansomething to us.

People should be trying to save it.

[Minute 00:02:46-00:03:09]

Another example of downgrading term for 'die' is 'coffin' or 'coffin of the American dream'. The latter expression contains more weight and complex meaning. Coffin functions as place or box to bury the dead person. Jughead places The Drive-In closing in the coffin which inevitably reflects that The Drive-In is about to die. The phrase 'coffin of the American dream' stresses the term 'die' at the next level. The additional words 'American dream' denotes that it is something important and worth the attention. The American dream is an idea of liberty, freedom and opportunity that are for every U.S. citizen. Jughead stresses the importance and the urgency of The Drive-In closing to be 'coffin of the American dream'.

## Data 30/06/15

Fred: And with the labor force coming from Riverdale, Andrews

Construction would be stimulating the local economy. It's a

win for the entire town. That's it in a nutshell.

Myles: Well... After all that salt-of-the-earth talk, I didn't expect

you to be another **dollar-chasing gentrifier**.

Sierra: Myles, Fred Andrews is a working man who lives in the

real world. I think Fred's bid was refreshing.

[Minute 00:25:32-00:25:58]

Dollar-chasing gentrifier is considered as a circumlocution. It obfuscates the intended meaning to be difficult to understand, but the unpleasant meaning stays there. The meaning of gentrifier is when a person is about to fix the poor neighbourhood, not in the state of helping the poor, but it is more like repelling them and changing the people into the rich ones (vocabulary.com). While the meaning of dollar-chasing is anything that is done solely for getting the money without thinking the risks. Both phrases are often used for negative purpose.

#### Data 26/05/13

Hermione: Penelope, I just want tooffer my condolences.

Penelope: Hermione, that's so kind.Hmm.You think you'reso

clevercoming hereand offering your pity?

Hermione: What are you talking about?

Penelope: So you've come to gloat? With warmest regards from

yourhusband I'm sure.

[Minute 00:26:29-00:26:48]

Penelope would say 'warmest regards' of Hermione's husband to describe her opposite thought. This ironic hedge also exists in the fifth type of dysphemism. The irony spoken by Penelope works as a mockery, to offend Hermione's positive face while showing her dislike toward Hermione's arrival. On its original form, the phrase 'warmest regards' functions as a way to sign a private letter, commonly for those who are close the sender such as family, friends and lover.

## Data 36/07/20

Betty: I don't know if I can do this.

Alice: Oh, you can, and you will. You'll be standing rightbesideme

and your father,a united front againstthe holiestof

**backdrops**. Let's see the Blossomstry to smear us then.

[00:11:30-00:11:42]

Another irony that is counted as dysphemism is one that is being spoken by Alice on the seventh episode. Betty feels unsure whether she can support Alice on doing the conference pers or not, and Alice forces her to stand by her. Alice uses the word 'holiest of backdrops' to describe the event that soon will be happening in her family, revealing that her student daughter got pregnant outside of the marriage to the public. Alice realizes that this event is a humiliation but she ironically refers to it as 'holiest of backdrops'. Holiest of backdrops stands for any sacred event or situation that mostly related to religion.

## Data 13/03/03

Chuck: You are different than what I thought you'd be. A former It

Girl from New York, made off like <u>a fall from grace</u>? I assumed you'd be high maintenance. Now tell me, what do

you miss most about home?

Veronica: Only everything. I forgot how exhausting it is to be the new

kid.

[Minute 00:08:21-00:08:41]

Hyperbole or overstatement is also included in this type of dysphemism. Chuck considers Veronica that is used to be a popular girl as 'a fall from grace'. This phrase means falling or sinking from a grace, in which the grace is best described as something good and high that when you do something which makes people in authority stop liking you or admiring you.

4.1.1.6. Substitutions: replacement terms from within the language or borrowed from another

This type deals with dysphemism terms that are being substituted with a replacement term, either it is within the language or borrowed from another. However, there is none of the dysphemism expression found in Riverdale TV Series that is borrowed from another language.

## Data 09/02/07

Veronica: I am so, so sorry, Betty. I don't know what happened to me

that night. It was such a basic bitch move. It was like I was...

possessed by...

Kevin: <u>Madame Satan</u>?

Veronica: The old Veronica. And I will never, ever doanything like that

toyou again.

[Minute 00:07:13-00:07:34]

When Veronica is speaking, Kevin interrupts her with 'Madame Satan' as an insult to her temperament. The word 'Madame Satan' generally means an immoral woman whohas unpleasant behaviour and causes chaos, disaster even physical agony to her surrounding. The word Madame Satan is originally taken from the title of an American musical comedy in 1930. The main character, named Angela, dresses in a revealing gown and acts as a mysterious woman who seduces her cheating husband.

## Data 10/02/09 Data 11/02/10

Sheriff Keller: Most of you already know the details, but your classmate

Jason Blossom's body was found late Saturday night. So as of the weekend, Jason's death is now being treated as a

homicide. It is an open and ongoing investigation.

Cheryl: And may I interject, neither I nor my parents will rest until

Jason's death is avenged, and his cold-hearted killer is

walking the green mile to sit in Old Sparky and fry.

[Minute 00:08:36-00:09:07]

The phrase 'green mile' is described as the greenish pathway from the cellular to the execution room. It symbolizes distance from death (quora.com). The

Green Mile is inspired from a floor with green colour where the warden brings the prisoner before undergoes the death execution.

The phrase 'old sparky' refers to a method of execution using the electric chair. This method is given to the murderer and considered as cruel and unusual punishment. Many citizens send protest asking for a more humane method. To swear and wish someone to sit on Old Sparky is dysphemism.

## Data 31/03/30

Cheryl: Color me impressed. A B and E with B and V. What would

your **holy roller** mother say about this, Betty?

Betty: What are you doing here, Cheryl?

Kevin: And where did you get those thigh-high boots?

They'reamazing.

[Minute 00:20:23-00:20:34]

Holy roller stands for a contemptuous term used to refer to a member of a Pentecostal sect that is mostly used in offensive way (dictionary.com). Cheryl describes Betty's mother as a Holy roller for an insult of how her mother often being arabid, agog, and sometimes out-of-control person. Betty's mother is known as an overprotective, iconic and savage parent who everthrewa brickat her husband's face. The reason why Cheryl calls Betty's mother as a Holy Roller is because her mother is a busy person who lets her doing anything she wants.

## 4.1.1.7. Appearance based metaphors for tabooed body parts and functions

As the title says, this type revolves around any tabooed body parts and its metaphors. The metaphor allegedly works to cover the discomfort of using tabooed body parts in the conversation. However, some tabooed metaphors are used by the characters of Riverdale TV Series to offend the addressee. Here are the data:

## Data 02/03/08 and 03/03/11

Veronica: What the hell is a **Sticky Maple**?

Kevin: It's kind of what it sounds like. It's a Riverdale thing.

Veronica: No, Kevin, it's a slut-shaming thing. And I'm neither a

slutnor am I going to be shamed by someone named, excuse me, Chuck Clayton. Does he really think he can get away withthis? Does he not know who I am? I will cut the brakes

onhis souped-up phallic symbol.

Betty: Or we can go to Principal Weatherbee.

[Minute 00:10:20-00:10:44]

Sticky maple is a metaphor related to sexual activity, without explicit and valid meaning. From the scene, it can be concluded that Veronica previously had her date with Chuck, that later on, she finds out a bad rumour regarding of her reputation being destroyed by 'sticky maple'. Chuck claims he gives a sticky maple to Veronica, and many people deduce it as an actof slut-shaming. From these elucidations, there is a high probability sticky maple refers to male reproductive cell known as sperm or semen. Both sticky maple and semen characteristic are liquid, the word 'sticky' emphases the metaphor itself.

A souped-up phallic symbol that is being spoken by Veronica refers to the symbol of the human penis. This symbol resembles a power and fertility along with the illustration of male sexuality. The word phallic symbol is supposedly used as a euphemism term. In this case, Veronica states that she will 'cut the brakes' and adds 'souped-up phallic symbol' as the closing statement that shows her seriousness.

## Data04/03/15

Betty: Okay, that's beyond irrelevant, Chuck. You're not allowed to

go around humiliating girls, for any reason, under any

circumstances, you jerk.

Chuck: Look, I get you're not a closet kind of girl, but hey, if you

wanna ride the Chuck wagon, that can be arranged.

## [Minute 00:11:46-00:11:59]

Another metaphor that stands for male sex organ is being used by the character of Chuck. He calls his own genital area as 'the Chuck wagon'. Even this kind of metaphor is rarely used as a representation of male sex organ, it is reasonable to connect this phrase tomale sex organ with the whole context of the conversation. First and the foremost, Chuck uses the word 'ride' before mentioning the metaphor. Second, Betty scolds Chuck for humiliating girls with his rated and immoral jokes. The last, Chuck considers Betty as an inexperienced and innocent girl.

#### Data06/03/23

Ethel: One day last year, Chuck and I talked in the library for 10

minutes. I helped him with a Pre-Cal problem, and nothing happened. But the next day, he... he started telling people that I let him do stuff to me. Like, sex stuff. And then he... or one of his goons, wrote, "Sloppy seconds" on my locker.

Cheryl: Yes, yes, we've all heard your tragic origin story.

Veronica: I'm so, so sorry, Ethel.

[Minute 00:15:51-00:16:25]

Adjusting to the theme of conversation, Ethel talks about a disrepute that she gets for helping Chuck with some school concerns. 'Sloppy seconds' is a metaphor that illustrates women genital area. Some references statethat sloppy seconds is when a person has intercourse with a woman that just recently had intercourse (urbandictionary.com, quora.com and onlineslangdictionary.com). It is notably impolite and offensive to refer someone with this kind of metaphor

## 4.1.1.8. Colour based metaphors for X-phemism

It is widely known that colours have connotation meaningthat often used by people to draw and relate them with an entity. Many of its connotations are categorized into dysphemistic terms.

#### Data 02/01/14

Veronica: Not to be a complete narcissist, but I thought people would

be more...

Kevin: Obsessed with you? Any other year, you'd be trending

number one, for sure. This year, though, it's all about Cheryl trying to win the Best Supporting Psycho Oscar for her role

as Riverdale High's bereaved Red Widow.

[Minute 00:16:46-00:17:00]

Red widow directs to the appearance of Cheryl, a girl who is being left by her twin to die. The word widow is used to describe a woman who lost her husband by death and has not remarried. To get called as 'widow' while Cheryl barely lost her twin, not husband, is an insult. Kevin also alludes to the appearance of Cheryl as 'red' to represent her dangerous trait as well as to warn Veronica, as the new kid, to be careful with Cheryl. Cheryl's mother calls her as a manipulative person most of the times. From all of the elucidation, Kevin is fully aware of the characteristic of Cheryl that he decides to represent her to be the 'red' colour.

## Data 03/03/12

Betty: Or I can expose him in the pages of the Blue andGold.

Yeah, I can do that!

Veronica: No. Spoken like a true good girl who always follows

therules. Well, I don't follow rules, I make them, and whennecessary, I break them. You wanna help me get revengeonChuck, Betty, awesome. But you better be willing

to go **full dark**, no stars. What do you say, in or out?

[Minute 00:10:49-00:11:06]

Full dark is related to any colour that does not reflect much light and almost black in shade. Black itself connotes many negative traits such as sorrow, gloom,

evil or wicked, and mystery. The word black and dark often used to deliver any dysphemistic function such as addressing something as a petty or bad. The phrase 'full dark' reveals that Veronica has such bad and mysterious plan, as she adds the word 'no stars' to represent 'with no good deed'.

## Data05/06/08

Veronica: So, that makes me what, then? Backup?

Archie: No. I mean, you were just doing it as a favor to me, right? Veronica: You are unbelievable, Archie. You literally

havezeroloyalty, you ginger Judas!

Archie: Okay. Hey, Ronnie. What's wrong?

[Minute 00:13:15-00:13:07]

Apparently, there are two popular Judas that exist on the Christian and Bible. The first one is Saint Judas Thaddaeus, and the other is Judas Iscariot. The former is one of the 12 apostles that is known as the brother of Jesus, and the latter is a traitor who reveals Jesus to the people who are about to arrest him. The name Judas itself is often used figuratively as betrayal or treachery. Together with the word 'ginger' that refers to the hair colour of Archie, Veronica assumes that Archie's behaviour reflects that he is a red-haired betrayal. Most of the people who are identified as red-headed feel uneasy and offended when they are called as 'ginger' instead of 'red-headed'. Both terms have equal meaning butcarry different perspective and value. As stated by Kelly (2014) the term 'redhead' often conjures thoughts of genetic mystery and glamour, while 'ginger' hits a nerve and can emit a negative vibe. Thus, it can be concluded that 'ginger judas' carries the offensive traittwice bigger than only 'Judas' or 'ginger'.

## Data10/11/19

Veronica: I'm sorry, Bee, but you know FP had some kind of

arrangement with my dad. I had to make sure it wasn't about

Jason Blossom.

Betty: And what's your excuse?

Archie: I was looking out for Jughead in case FP was doing **shady** 

**<u>stuff</u>**. To protect him.

[Minute 00:35:07-00:35:22]

'Shady' often relates with up to no good. The word 'shady' is equal to greycolour that both represent doubtful, dangerous and counterfeit manner or action. The term 'shady stuff' means an activity that is suspicious or criminal-related. In the dialogue, Betty asks for the reason why Archie and Veronica decide to investigate FP Jones. As a character, FP Jones is known as the head of the gangster. To suspect FP for doing 'shady stuff' means Archie supposes that FP does a criminal activity.

## 4.1.1.9. Sound based metaphors

Sound based metaphors are dedicated to any dysphemism terms that are taken or inspired by its sound or voice. Just like when someone farts, others might call his activity as 'break wind' that is reflected by farting noise.

## Data 02/04/31

Veronica: Hey! You know what happens to a snake when a Louis

Vuitton heel steps on it? Shut the hell up, or you'll find out!

Thank you.

Kevin: I cannot believe you just threatened a **gang-banger**.

Veronica: I've dealt with worse in the East Village.

[Minute 00:27:39-00:27:59]

Gang-banger is an American slang refers to a member of a street gang. This gang has lots of activities, varies from stealing, selling drugs, killing innocent people, doing free sex or simply by grouping and controlling a certain area. There

is no valid explanation on why the slang consists of gang and banger. But, the word banger might relate to the killing activity inspired by the sound of the exploded gun. Otherwise, it comes from the sound of having sexual intercourse that produces the sound 'bang'.

## Data 03/10/37

Veronica: Don't say anything, Archie. Don't get in the gutter with

them.

Chuck: Wait, what? Andrews was banging a teacher? Well, damn, I

wish I would have known. I would've added you and Ms.

Grundy to the board of conquests.

Cheryl: Classy, Chuck, as always.

[Minute 00:30:09-00:30:20]

The word 'banging' that is spoken by Chuck relates to the production of loud sound when two people having sexual intercourse. The sound is originally made from the banging between the male reproductive organs that bumps into female'sback of a hip *which* a person sits, namely buttocks.

## 4.1.1.10. Smell, taste and touch based X-phemisms

Some dysphemism expressions are taken and inspired from the human sense, including the smelling sense, tasting sense and touching sense. There are several data that matched this type.

## Data 01/01/4

Veronica: I'm filled with dread.

Archie: Why is that?

Veronica: Are you familiar with the works of Truman Capote? I'm

Breakfast at Tiffany's, but this place is strictly In Cold

Blood.

[Minute 00:06:25-00:06:34]

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Veronica compares herself to her surrounding, saying that she is a Breakfast at Tiffany's and her surrounding is in cold blood. Cold blood uses the touching sense to describe something figuratively. Cold blood stands for something violent, cruel and emotionless. To call a place in a cold blood means that the place is boring, inexpressive, and dead.

### Data04/02/08

Sheriff Keller: Most of you already know the details, but your classmate

Jason Blossom's body was found late Saturday night. So as of the weekend, Jason's death is now being treated as a

homicide. It is an open and ongoing investigation.

Cheryl: And may I interject, neither I nor my parents will rest until

Jason's death is avenged, and his cold-hearted killer is

walking the green mile to sit in Old Sparky and fry.

[Minute 00:08:36-00:09:07]

'In cold blood' and 'cold-hearted' terms root from the same figurative meaning. Cold-hearted explains that a character of a person lacking affection and sympathy, ones that hardly show emotion. However, the topic of dialogue revolves around a killer and act of murder. Cheryl defines the killer as a cold-hearted which intensifies its meaning into something darker. Most of the people that are being called cold-hearted hardly show any feelings. When it is about killing, the word 'cold-hearted' reaches to the next level that it means cruel and the killer has no feeling for the victim. Cold hearted killers can do something more than just killing, most of the times they kill brutally in the way that no one can imagine.

## Data05/02/14

Veronica: So, what did Moose want?

Kevin: Oh, my God, I don't even think he knows. I mean, I am

devastatingly handsome in that classic, pre-accident Montgomery Clift kind of way, and sexuality is **fluid**, but

can someone named Moose actually be that **fluid**?

Veronica:

Okay, well, I ship it.

[Minute 00:13:10-00:12:53]

The word 'fluid' uses the touch sense that represents something liquid.

'Fluid' means a substance, as a liquid or gas, that is capable of flowing and that

changes its shape at a steady rate when acted upon by a force tending to change its

shape (dictionary.com). Based on the explanation, the negative connotation of the

word fluid is related to the state of being indecisive and fickle. Kevin judges

Moose for being unable to stay on his choice regarding his sexuality.

Data09/04/12

Cheryl:

Veronica, it's so devastating to methat your motherhas to

suchunspeakable lowsjust to keep

knockoffHermes bags on your arm. What's next, sellingher

hair extensions?

Veronica:

My mom's a waitress, Cheryl, not Fantine. And your faux

concern **reeks** of ulterior motive. What is it?

Cheryl:

Only to remind you of your place in this school, nay, the

town'ssocial hierarchy.

[Minute 00:10:49-00:11:10]

'Reek' speaks in the domain of smelling sense. The word 'reek' is

usednegatively since many people would use the word 'fragrant' or 'perfumed' to

convey a positive connotation.

**4.1.1.11. Verbal Play** 

According to the name, this type is correlated with dysphemistic terms that

use metaphor and figurative language to exchange with the neutral one. The

speaker may offend and tease the hearer's positive face with indirect terms, still,

the terms are considered negative and impolite.

Data 11/02/34and 12/02/35

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Alice: A little sage, to banish the evil spirits.

Betty: Mom.

Alice: I'm not joking, Betty. That family is pure evil. I'm

wondering if the Blossoms didn't kill Jason themselves. Sacrificed him to some **dark pagan god** that they worship

in that **insane mansion** of theirs.

Betty: Mom, does Polly know?

[Minute 00:27:13-00:27:30]

The literal meaning of 'dark pagan' is a belief that worships on the dark aspects of spirituality. It does not automatically make the believer as the misguided one, instead, they worship anything that has relation to the dark and the moon. Just like two sides of the coin, God and light happen to be the first side of the coin, while Goddess and moon exist on the other side of the coin. However, Alice regards the Blossoms family as the 'dark pagan', associated them with 'dark pagan' in the figurative meaning. The 'dark pagan' mentioned by Alice symbolically describes a person who is crazy, irrational and mysterious who works on things in a filthy way. It is supported by the next term named 'insane mansion'. Since Blossoms family iswealthy, it is common for them to live in a mansion. As Alice attaches the word 'insane', she describes that the place where Blossoms family live is lunatic.

## Data59/09/05

Cheryl: They're worried Daddy's losing his grip on the company and

they're looking for a way to take it away from us.

Archie: They can do that?

Cheryl: If they all vote together, they can. When Jason died, it was a

PR debacle. And now, here's Polly, pregnant and unwed. It's no wonder they've descended upon us like **some biblical** 

plague.

[Minute 00:10:16-00:10:33]

Biblical plague is a "stroke" of affliction, or disease sent as a divine chastisement, painful afflictions or diseases, or severe calamity or the judgment of

God (illustrated Bible dictionary). Cheryl and her parents have to suffer serial accidents, including the death of Cheryl's twin namedJason and the pregnancy of Jason's girlfriend. Regarding those facts, the rest of her family are disgusted by Cheryl and her parents' existence. The term 'some biblical plague' refers to how her big family treating her and her parents.

### Data63/09/12

Cheryl: Yes, Betty? What is it? Polly.

Betty: Look, I don't know what kind of **Stockholm syndrome spell** 

you've cast on her, but I want to talk to my sister.

Cheryl: Let's not fight. Especially not when we should be

celebrating.

[Minute 00:18:40-00:18:56]

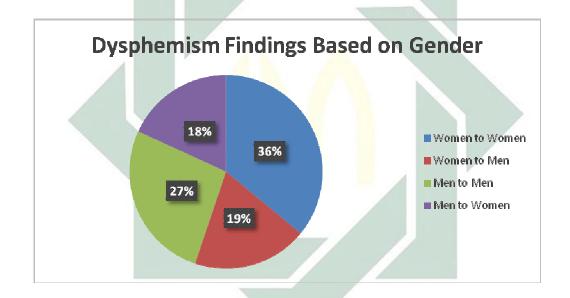
Stockholm syndrome spell is originally derived from an accident in Sweden in 1973. A bank robbery that the captives suddenly grew attached to the captors and supported them emotionally. Betty demands a meeting with her sister who stays at Cheryl's house. Betty knows really well that her sister does not feel comfortable and safe at Cheryl's house, yet her sister never gives her any hints nor seeks for Betty's help and assistance.

## 4.1.2. Dysphemism usage based on gender, age, and role in the society

To answer the problem question number two, the obtained data is being processed according to the gender, age and role in the society. Just like the conjecture of the writer, there are some discrepancies between the classifications that are worthy to be noticed. Further explanations are presented as follows.

## 4.1.2.1. Dysphemism usage based on gender

According to the findings ratio, women use dysphemism slightly more often than men. The women characters play important roles on Riverdale TV Series is one of the reasons why the findings ratio happen to be that way. The women charactersare demanded to have more scenes and longer dialogues rather than the men characters. Another reason is that the women characters get into conflicts a way too often, that it triggers them to use rude and offensive language to confront their opponent. Even on some scenes that both parties do not have any conflict, they still use the dysphemism expressions to annoy their addressee.



From the pie chart shown above, both genders are more comfortable in using dysphemism with the same gender as theirs. While with different gender, they still use it but not as frequent as when they are with the same gender. However, in most dysphemism terms used, the male characters use it as a way to be close or friendly with their own kind, while the female characters use it as a way to express their disagreement, hatred and discomfort with the other female characters.

## Data 23/02/46

Jughead: Girl trouble? You?

Archie: Grundy and me. We're telling Weatherbee. At least, I am.

And also, I didn't mean all that **<u>crap</u>** I said to you. I'm sorry.

Jughead: It's cool. We're not gonna hug in front of this whole town.

[Episode 02, Minute 00:33:06-00:33:38]

#### Data91/09/04

Archie: I already talked to Valerie, and she's cool with it.

Jughead: Cool with you being a **gigolo** now?

Archie: I'm doing someone a favour for my music, Jughead. I need

to make connections outside of Riverdale. That's the way of

the world. It's all about connections.

[Episode 09, Minute 00:09:13-00:09:23]

Instead of saying 'crap' and 'gigolo', Archie and Jugheadcan utter 'insult' and 'escort' as the more positive terms to avoid any further conflict with each other. However, both do not feel offended nor have any hard-feelings as they utter dysphemistic expressions. From the two data above, Archie and Jugheadeasily exchange the dysphemism terms without any worry. Also, it is important to remember that they are close friends who have been knowing each other since they were children. This fact stimulates them, as male characters, to be comfortable in using the dysphemism and offensive word in the casual talk. This is supported by Holmes (2013:317) that for men mock-insults and abuse serve the same function – expressing solidarity and maintaining social relationships – as compliments and agreeing comments do for women. Yet, it is considered rude to usedysphemism term as a form of closeness to the women. The elucidation is shown below.

## Data 12/02/15

Veronica: So, what did Moose want? Oh, my God, I don't even think

he knows.

Kevin: I mean, I am devastatingly handsome in that classic, pre-

accident Montgomery Clift kind of way, and sexuality is

fluid, but can someone named Moose actually be that fluid?

Veronica: Okay, well, I ship it.

Kevin: Well, of course, you would. You're a big city girl with <u>loose</u>

morals. I just meant that Moose has an official girlfriend,

Midge.

[Episode 02, Minute 00:12:53-00:13:18]

At the first, the conversation between Veronica, Kevin and Betty about a boy named Moose goes well, but the situation suddenly changes when Kevin addresses Veronica as 'a big city girl with loose morals'. The term means Veronica is a free girl that needs no commitment to have sex and do morally wrong activities. After that, Veronica and Betty become silent with the uneasy feeling that is clearly shown on their faces until Kevin adds the next word to clarify he did not mean to call Veronica that way. From the context, women do not accept dysphemism expression as the form of closeness the same way men do, even them who are considered close friends.

FP Jones: They were fighting about... About I don't know what. But it

sounded likelife or death.

Alice: Shut up, FP.

FP Jones: Happy to oblige if you are. I don't care what you think of

me, Alice, but don't jerk me around. Not in front of my

son.

[Episode 11, Minute 00:23:19-00:23:37]

From the previous data, it is known that dysphemism does not work as a form of closeness when the men characters are having a conversation with women. In many cases, men characters only use dysphemism term to the women characters when they engage in an argument. In the data shown above, FP Jones emphases his warning by saying 'jerk me around' which has more neutral form. 'Jerk around' is used offensively when someone is getting unfair treatment or being teased with something untrue.

In Riverdale TV Series, dysphemism terms are found in many notable scenes that contain conflicts between women. They feel the urge to oppose one and another with their words. Women use dysphemism terms as a strong weapon when they are involved in a conflict, the reason is that every woman is aware that dysphemism terms can offend and ruin the positive face of another woman.

## Data 78/08/05

Betty: Sheriff Keller told us everything.

Alice: How you're hiding Polly at the Pembrooke?

Betty: Better than in an insane asylum.

Veronica: Actually, Mrs. Cooper, that's on me. I was the one who

suggested that Polly stay with us.

[Episode 08, Minute 00:05:52-00:06:04]

## Data 87/08/31 and 88/08/32

Alice: Do you think that you can just waltz in here, with a bedbug

infested Trojan Horse, wave a blank check around and

steal my daughter?

Penelope: I didn't think you wanted her, else why would she have been

exiled like some pariah?

Alice: To keep her away from your family.

Penelope: Oh... And not because you're ashamed? Why is your own

daughter not living with you?

Alice: She's not going to set foot in that **twisted**, **poisonous house** 

of yours.

[Episode 08, Minute 00:26:13-00:26:42]

From the two elucidations above, both are having a conflict-themed conversation. The first data shows the scene where Betty thinks that Alice's choice to send Polly to a mental hospital is wrong, however, she mocks Alice and decides to use 'insane asylum' to deliver her protest. While the next data is about the conflict between Alice and Penelope. Both Alice and Penelope continuously exchange dysphemism terms not to show any intimacy, but to express their anger, hatred, and contempt toward each other.

Cheryl: Oh, my God, color me shocked, Archie Andrews. Is that

why you became a **mediocre musician** overnight? Because

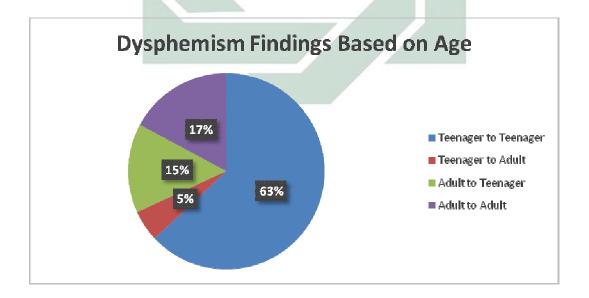
# you and <u>Ms.Foureyes</u> were pulling <u>a Mary Kay</u> <u>Letourneau</u>?

Veronica: Don't say anything, Archie. Don't get in the gutter with them.

# [Episode 10, 00:30:01-00:30:12]

In the data shown above, Cheryl, as a female character, also does have the urge to express her disdain for Archie, as the male character. Because the female characters hardly get into physical fight especially with the male characters, they prefer to use dysphemism terms to cause any damage that ends with chaotic circumstances. There are also times when female characters use the dysphemism terms in casual talk both to female and male audiences, but the number remains diminutive.

# 4.1.2.2. Dysphemism usage based on age



Just like the real-life construction, Riverdale TV Series portrays how the world works, including the use of language. Older characters tend to avoid using dysphemism terms and stay on 32% of 100% ratio. Adult is the stage of life wherein people grow wiser and become thoughtful about what they are about to say. They tend to be more cautious since there are lots of relationship that need to be maintained and things to be kept, including their job. Holmes adds that the use of standard or prestige forms typically peaks between the ages of 30 and 55 when people experience maximum societal pressure to conform (2013:179).

Clifford: Now, we were in the process of trying to reacquire it, buy it

back, when your mysterious boss, he, he just stole it right

out from underneath us.

Fred: And you can't go after him, so you come after me.

Clifford: The way your boss does business deals, secret deals,

building thatSoDale monstrosity at the speed of light kinda

makes me think that he has a limited amount of funds.

Fred: So you're gonna halt construction, bleed him out.

Clifford: Reacquire the land at a more reasonable rate.

Fred: That's a great plan.

Clifford: Thank you.

Fred: Except you're bleeding me out, too, you pompous ass.

You're messing with my business, my livelihood, my son's future. I don't care if you're the richest man in Riverdale. I

will come after you with everything I've got.

Clifford: Which is what, exactly? Go park somewhere else.

[Episode 08, Minute 00:10:23-00:11:15]

On this scene, Clifford and Fred are adults that get involved in the conflict. Instead of exchanging insult, they decide to have a discussion, which does not end with a good solution. It is shown on the scene that Clifford and Fred have contradicting desires that each desire can destroy theother. Nevertheless, they are still willing to have dialogue and avoid to use dysphemism expression as much as

possible. This because older individuals prefer to use more positive emotion and less negative emotion words (Pennebaker and Stone, 2003; Schwartz et al, 2013)

Other notable findings include half of the dysphemism terms spoken by adultare uttered when they get involved with the teenage characters. While half of the rest are uttered when they talk to the same age.

Alice: A little sage, to banish **the evil spirits**.

Betty: Mom.

Alice: I'm not joking, Betty. That family is **pure evil**. I'm

wondering if the Blossoms didn't kill Jason themselves. Sacrificed him to some **dark pagan god** that they worship

in that **insane mansion** of theirs.

Betty: Mom, does Polly know?

Alice: About Jason? I told her. But half the time, your sister doesn't

even know what day it is.

Betty: Mom, why were you so against them being together?

Alice: Many reasons. That family. Everything they touch, it <u>rots</u>.

[Episode 02, Minute 00:27:13-00:27:45]

When Alice talks to her daughter, she uses lots of dysphemism terms instead of the harmless one. Also, when she talks to the other teenager that is not her child, she uses dysphemism terms without worrying about her image. Far different from the teenage characters of Riverdale TV Series that decide to use dysphemism terms with the same age while avoiding to use it when they get in a conversation with adults. From total 278 expressions found, only 21 of them are used by the teenagers when they have a chance to talk with the adults.

However, teenagers from Riverdale TV Series are the active user of the dysphemism terms with 68% of 100% ratio. The adolescent is the transition stage between childhood and adult, which the problems of life are started to appear. It causes the young hardly manage their anger that leads them to use dysphemism terms as a way to express their true feelings.

Reggie: If a kid at Riverdale killed Jason, it's not gonna be a jock,

right? Now let's be honest. Isn't it always some **spooky**, **scrawny**, **patheticInternet troll**, too busy writing his manifestos to get laid? Some **smug**, **moody**, **serial killer fanboy freak**, like Jughead? What was it like, **Suicide Squad**? When you shot Jason? You didn't do stuff to the

body, did you? Like... After?

Jughead: It's called necrophilia, Reggie, can you spell it?

Reggie: Come here, you little...

Archie: Hey **shut the hell up**, Reggie.

Veronica: Boys.

Reggie: What do you care, Andrews?

Archie: Nothing, just leave him alone. **Holy crap**.

Reggie: Did you and **Donnie Darko** kill him together? Was it some

sort of **pervy**, blood brother thing?

[Episode 02, Minute 00:29:42-00:30:35]

From the scene above, Reggie becomes the first person who starts the conflict. There are 13 dysphemism terms used by Reggie and Archie when they get involved in a conflict, and the scene ends with both of them engageina physical fight. This proves that teenagers are likely to use dysphemism terms rather than the adult, especially when they are angry.

## 4.1.2.3. Dysphemism usage based on role in the society

Role in the society is one of the important aspects of determining whether someone becomes familiar with dysphemism terms or not. It is proven from the dysphemism findings based on role in the society that the more they are aware with their reputation to save their position on the society, the more they avoid using any words that are able to degrade their value. For comparison, Alice Cooper as an editor of local magazine happens to be the one that often uses dysphemism terms, while Sierra McCoy as the mayor of Riverdale town only uses two dysphemism terms in the total 13 episodes of Riverdale TV Series Season 1.

Alice Cooper and Hal Cooper are a couple who work as editors and the owners of the local newspaper on Riverdale town. From the total 41 dysphemism terms expression found, 38 dysphemism terms are uttered by Alice. Alice is portrayed as a smart and decent woman. Surprisingly, she often uses dysphemism terms compared to the other characters.

Alice: If we expose the Blossoms, maybe... Just maybe, we might

have a chance in hell to get our daughter back.

Hal: You are done here, Alice. You're fired.

Alice: Fine, Hal. Betty: What?

Alice: I want my daughter back, you **bastard!** 

Betty: Mom!

[Episode 09, Minute 00:23:07-00:23:52]

The dialogue above is just one of many proofs that shows how familiar it is for Alice to use dysphemism terms. At the time she says the word 'bastard', she throws a brick to her husband's direction. It is important to note that the role in the society is not the only factor that can affect the use of dysphemism, but there is also the social background to think of. Alice grew up insouthern part of the Riverdale town, where the public believes that place is 'the wrong side of the town filled with immoral people'. Alice also ever became the member of Southside Serpent, a gang of criminals that stay on the south part of the town, and she once gotinto jail. Even though the adult version of Alice is represented as a smart editor, the young version of Alice was familiar with dysphemism words.

The second most person who uses dysphemism terms is FP Jones, a leader of Southside Serpent. He used to live in the north side of the town, but moved to the south side of the town and joined the Southside Serpent at the age 16 until the

recent age. He used to be a prison inmate for helping someone covering their murdering activity.

FP Jones: What the hell happened?

Jughead: Nothing. It's fine now. Mr. Andrews took care of it.

FP Jones: What **jacked-up crap** did they accuse you of in there, huh?

Those <u>bastards</u> trying to throw you in jail like they did your old man? Well, <u>screw that</u>. I will <u>rip</u> Keller a new one for

trying to pull that...

Fred: FP, settle down.

FP Jones: Hey! Hey! This is my son, he is my son, Fred! You'd do the

same for your boy.

[Episode 07, Minute 00:35:43-00:36:06]

In one scene where FP Jones feels angry, he can use around five dysphemism expressions. FP Jones as a gang member, especially as the leader, does not feel any burden in maintaining a good relationship with anyone nor keeping his reputation. In this case, the role in the society of someone is reflected in their daily behaviour, including on how they convey their idea through language.

Clifford: What the hell is going on here, Alice? It's the middle of the

night

Alice: Oh, sorry to disrupt the witching hour at Thornhill. Polly,

honey, are you okay?

Polly: Yeah, I'm fine. Betty, what's going on? Betty: We're here to bring you home, Pol.

Cheryl: She's not leaving us.

Penelope: She chose to live here, remember? With a **mentally stable** 

family.

[Episode 12, Minute 00:18:19-00-18:38]

From the dialogue, Clifford and Penelope have no barrier to not use the dysphemism term as a way to react over the disturbance made by Alice and Betty in the middle of the night. As businessmen from wealthy descent, Clifford Blossoms and Penelope Blossoms are the member of the richest family in the town.

In the total of 125 dysphemism found, 18 of them are uttered by them, and the other 8 dysphemism terms are uttered by Hermione Lodge. Both Blossoms and Lodge are considered upper-class people, even their children, Cheryl Blossoms and Veronica Lodge become the two significant teenage contributors of dysphemism terms in Riverdale TV Series Season 1.As cited from Pan (2013:2108) that the upper-class didn't have to worry about the taboos in their daily life as they had the power both economically and psychologically because they were wealthy and they received a good education.

The last position is filled by Sierra McCoy as the mayor of Riverdale town with 2% ratio from total 100%. She becomes the last person who uses dysphemism terms. There are only two dysphemism expressions uttered by Sierra.

Jughead: Mayor McCoy, when I was a kid, my family and I would go

to the drive-in all the time. We couldn't afford tickets for everyone, so my sister Jellybean and I would hide in the trunk until we parked. We'd sneak out. It's like my home.

Sierra: That's a very sweet sentiment, Mr. Jones. But the future of

Riverdale is at stake.

[Episode 04, Minute 00:13:08-00:13:34]

Josie: Mom, Valerie quit the Pussycats.

Sierra: Replace her.

Josie: Val writes our songs. She's irreplaceable.

Sierra: No, Josie. You're irreplaceable. Everyone else is **disposable**.

You know, maybe it's not such a bad thing to try a new

voice.

[Episode 06, Minute 00:10:09-00:10:26]

Sierra utters these two dysphemism expressions to the teenagers. While she has to face the adults or people of the same age as her, she uses the polite form and avoids to speak anything harmful. Ambuyo et al (2011:209) state that together with education, religion and law, politics is one of those spheres of institutional life in

which language is largely, although not exclusively, constitutive of its actions. Sierra, as the mayor of the town, is obliged to maintain her manner and behaviour whenever and wherever, even when she wants to convey and express her true intention.

#### 4.2. Discussions

As in the domain of findings, the writer has done analyzing Riverdale TV Series Season 1 that made up of 13 episodes. The findings include the types of dysphemism and the usage of dysphemism based on gender, age, and role in the society. Also, the writer has done deducing and explaining the typed of dysphemism that focuses on how it is formed. The type of dysphemism itself consists of eleven notable categories such as remodelling, contractions, underspecification, part for the whole, upgrades, downgrades, deceptions and obfuscation, substitutions, appearance based for tabooed body parts, color based, sound based, smell, taste and touch, and the last is verbal play. While the usage of dysphemism based on gender, age and role in the society are added as a way to make this research become new and different. Both of the findings produced some noteworthy results.

The theory used to classify the data based on its type is the one from Keith Allan (2012:7-38). From the first type named remodelling, such expressions like 'who the hell', 'darn', 'holy crap', and 'hellishly simple' are considered dysphemistic. The original form of these expressions are neutral and inoffensive, except for the word 'damn' and 'darn' that both are having the same rude tone.

The next type, contractions, deals with remaking the old word into the new one with some specified methods such as clipping, taking the initial letters of phrases (often called as acronyms and alphabetism), or omitting some letters from the existing word with symbols. Out of four methods, only two of them that are used on the data. The words 'Justin Gingerlake', 'damn', and 'God-awful' are included in this type. The first expression used fore-clipping method, and the others used full-omission method. From 19 dysphemism expression found, none of them using either acronyms or alphabetism.

The third category happens to be underspecification. Any dysphemism terms that are included in this category are the general for specific terms. Such expressions like 'a thing' and 'mean girl' are included in this type. From all of the eleven types, this type is the least used by the Riverdale characters. The fourth category is the opposite of the third category, named part for whole. This type works when part of a thing becomes the representation of its whole such as 'some cougar ass' to represent older women who have a relationship with younger men, 'Ms. Foureyes' to represent a woman with eyeglasses, and 'get one's ass kicked' to illustrate when a person is easily defeated.

The next category is upgrades, downgrades, deceptions, and obfuscations. This category is supposedly dealt with euphemism terms, yet, the writer found some dysphemism terms that are well-suited with this type. 'fry', 'coffin', 'dollar-chasing gentrifier', 'holiest of backdrops', and 'a fall from grace' are some examples which represent this type. The term 'fry' and 'coffin' are meant to downgrade the word 'die', 'dollar-chasing gentrifier' is considered as

circumlocution, 'warmest regards' and 'holiest of backdrops' are occurred to employ the technique of irony, while 'a fall from grace' is considered hyperboles. The sixth category exists with the name Substitutions which it replaces the neutral expression with an alternative term within the language or borrowed from another. There are four results of 132 findings that are presented, the terms are 'Madame Satan', 'green mile', 'Old Sparky', and 'holy roller'. All of these terms are included as the substitutions for negative terms.

Appearance based metaphors for tabooed body parts and functions are the theme of the seventh type. The role of this type is to cover the offensive and tabooed body parts. 'Sticky maple', 'souped-up phallic symbol', 'the chuck wagon', and 'sloppy seconds' are the findings gained from this type. Some of the findings may sound innocuous, but their tones change at the time they are used for a mockery. After that, colour based metaphors is the eight type. It deals with negative colour connotation such as 'Red Widow', 'full dark', 'ginger Judas', and 'shady stuff'. The colour is employed and attached to the words as they work as contempt. There is also sound based metaphors on the ninth type, alike with colour based metaphors, this type deals with dysphemism terms that are created based on the sound. The noun phrase like 'gang-banger' and the noun like 'banging' are inspired by the sound of the gun and the sound of sexual intercourse.

The second last type named smell, taste and touch based. This type becomes the head for all dysphemism terms that are inspired from human sense. Terms like 'cold blood', 'cold-hearted', 'fluid', and 'reeks' fall into this type. The last type is verbal play, where it plays with metaphor and figurative language to

intensify a term becomes insolent and rude, such terms are 'dark pagan god', 'insane mansion', 'biblical plague' and 'Stockholm syndrome spell' are the offensive terms that occurred from figurative and metaphorical language.

From all of the type, the most used type based on Riverdale TV Series Season 1's characters is substitutions. There are 402 dysphemism terms found and 132 of them are existed in the domain of substitutions. The reason why such thing happens because this type is considered as the easiest way to switch from the neutral expression with the more attacking one. Many substituted dysphemism are already existed and popular in the English words. When the characters of Riverdale TV Series have the need to use dysphemism terms, they are likely to replace the orthophemism terms with the ones that are more violent but still refer to the same meaning. The dysphemism words such as 'psychotic', 'bitch', 'rotten', 'crazy', 'thugs', 'adultery', and 'hooker' are already popular and widely known. This fact facilitates the characters of Riverdale TV Series to use dysphemism terms easier. Meanwhile, the least type used is sound based metaphors dysphemism. Only three of total 402 dysphemism that are categorized into this type. The reason is mainly because the dysphemism terms that are inspired by the sound or voice are less and limited.

When dysphemism expressions are mapped based on the gender, the dysphemism findings show that women surpass the men with 11:9 ratio. The results that are gained are affected by the fact that women get more scenes and longer dialogues than the men characters. Also, Riverdale TV Series is an American teen drama where the plot is developed from lots of conflicts between

the women characters. Through the conflicts, the women characters are forced to use dysphemism terms as a weapon to fight against both the same or different gender as theirs. Most of the times, dysphemism terms are used by women characters in a conflict. They rarely utter dysphemism terms when they are involved in a general talk. Meanwhile, the men characters use dysphemism talk as a way to show the closeness with their addressees whose gender are also men. They do not show any discomfort and they have no concerns regarding the dysphemism terms. Once the male character uses offensive dysphemism term with the female characters, the circumstance is changed and the female characters are being awkward and uneasy.

Notable findings that are gained when dysphemism expressions are charted based on the age show that teenagers have the tendency to use dysphemism terms twice often than the adults. However, teenagers on Riverdale TV Series Season 1 prefer to use dysphemism terms with the same age. Although they become familiar with dysphemism terms, they do not use it when they engage in a conversation with the adult as a way to respect the elders. From 278 expressions, there are only 21 of them that are used by teenage characters when they talk to adults. While the rest of the identified expressions are used when they talk to the same age. In the other side, the adults use dysphemism expressions to adults as often as they use it with teenagers. The adults do not consider the teenagers as consequential entities the same way teenagers regard the adults.

Based on the role in the society, dysphemism expressions are largely used by the gang members. Another notable reason is, even when someone gets an important or reputable position on the society, just like Alice Cooper as an editor of local newspaper, she may still use dysphemism as a habit from her social background, that she once was a gang member. By the time, she becomes familiar with dysphemism expression. For people who workin parliament, or deals with political issues, they are demanded to utter their opinion politely and avoid anything that may damage their reputation. This is reflected in the character of Sierra McCoy who work as the mayor of the town. Through all thirteen episodes, she only utters two dysphemism terms.

Based on all of the findings above, the writer compares the current work with the previous researchers who dealt with the same topic. Maalej (2016) examined the relation between metaphor and dysphemism in eight dialects of Arabic using the theory of taboo and the censoring of language by Allan and Burridge (2006), Rababah (2014) decided to explore the translatability of using Medical dysphemism terms from English into Arabic and vice versa by mixing the theory from Allan and Burridge (2006) and a category of X-phemism expressions called doublespeak Lutz (1996). The last comes from Thawabteh (2012) that he focused on analyzing the translatability of Euphemism and Dysphemism in Arabic-English Subtitling with several devices to euphemise and dysphemise, a theory from Allan and Burridge (1991).

To relate to these previous studies, this recent work produces new noteworthy findings. As a proof, this recent work uses the new theory that is being created by Allan in 2012 which none of the previous studies uses. The data that is being analyzed in this recent work, named TV Series, is diverse far from the data

of previous studies. Also, the writer completed the research by adding on the new features. As a summary, this recent work able to examine the type and relating it with such features like age, gender and the role on society in Riverdale TV Series.



**CHAPTER V** 

# **CONCLUSION AND SUGGESTION**

This chapter is the final segment of this research. It consists of a brief explanation about the results of this recent work and suggestion for another researcher to explore this related study.

### 5.1. Conclusion

This thesis observes the type of dysphemism and its application based on gender, age, and role in the society on Riverdale TV Series Season 1. As for categorizing the types, the writer uses dysphemism theory fromKeith Allan's X-phemism and creativity (2012). This theory consists of eleven types of dysphemism such as remodelling, contractions, underspecification, part for whole, upgrades, downgrades, deceptions and obfuscation, substitutions, appearance based for tabooed body parts, color based, sound based, smell, taste and touch, and the last is verbal play. While investigating the usage of dysphemism based on age, gender and role in the society, the writer simply divides and analyzes the difference and notable results from the comparison.

The writer sums up that the types of dysphemism used by Riverdale TV Series Season 1's characters are various. From total 402 expressions, substitutions becomes the most used type of dysphemism with 132 expressions with 33% percentage. The next is verbal play with 21% percentage and 86 expressions found, followed by upgrades, downgrades, deceptions and obfuscations type with 60 expressions found and 15% percentage. Remodelling happens on the fourth position with 52 expressions or 13% percentage, followed by 5% smell, taste and touch based, 5% contractions, 2% colour based, 2% appearance based, 2% part for whole, 1% underspecification, and the last is 1% sound based.

While in categorizing the dysphemism expressions based on age, gender and role in the society, the writer expects to get various results regarding tosuch features of the characters of Riverdale TV Series. Based on gender, women use 55% from total 100% dysphemism terms that exist on Riverdale TV Series Season 1. While the men donate the rest 45% with 183 dysphemism expressions. Based on age, 68% of the total dysphemism found are uttered by the teenagers in which 63% of it are used with the same age, and the rest 5% are used when they speak with the adults. Adults contribute 32% of all of the dysphemism terms where 17% of it are used with the adults and the rest 15% are used when they engage in a conversation with teenagers. Based on the role in the society, theperson who contributes the most dysphemism expression works as an editor of the local magazine, followed by the gangsters and businessmen. While the last one happens to be the mayor of Riverdale town.

In general, the writer proves that dysphemism is existed on Riverdale TV Series Season 1, and the data are able to be investigated under the theory of Keith Allan's X-phemism and creativity (2012). This study could provide the types of dysphemism used by the characters. There are also notable discoveries when the writer decides to analyze the usage based on age, gender and role in society.

## 5.2 Suggestion

While this study has revealed the types and the usage of dysphemism based on age, gender and role in society on Riverdale TV Series Season 1, the writer has provided the noteworthy results that the use of dysphemism in a conversation can

be affected by such features (age, gender and role in the society). Hence for the upcoming investigation, the writer suggests to have a deeper investigation into the domain of dysphemism from one or more aspects. The writer hopes that the other researcher is able to maintain the stable correlation between the uses of dysphemism with a broader feature, such as social status in general including race, social background, and the tendency of the speaker's surroundings. Thishelps theother researcher to determine how far some factors (both internal and external) can affect someone to use the dysphemism terms. In the other side, the other researcher may investigate the reason of why do people use dysphemism expressions instead of the other kind of x-phemisms. While in the domain of morphology, the other researcher can explore deeply on the formation of some dysphemism terms and its historical background from time to time. This outlook can bring a new point of view, that dysphemism topic can be investigated through a different field of linguistics. Therefore, the writer expects that this present study can be a good reference for linguistics learner and inspires them to conduct further analysis.

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