

# 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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DYSPHEMISM IN RIVERDALE TV SERIES SEASON I

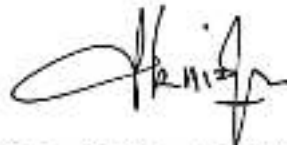
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several studies had been made creatively to investigate the use of dysphemism inside particular communities (Hassanein, 2013; Kaosa-ad, 2009; Rababah, 2014; Gomaa& Shi, 2012; Anudo; 2012; Malo&Muhammed, 2014). Furthermore, some researchers focused 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 used for 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 impartial or 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 speaker in 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 Burrirdge (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 society affect the frequency of using dysphemistic expressions. It is widely known that the relationship between gender, age, role in the society and 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 society by 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 dysphemism which further executed with gender, age and role in the society will 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?

#### 1.4. Significance of the Research

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 1* 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 & Burrige, 1988:12)
- b. Riverdale is an American teen dramatelevision series based on the characters of Archie Comics. The series was adapted for The CW by Archie Comics' chief creative officer Roberto Aguirre-Sacasa, and produced by Warner Bros. ([https://en.wikipedia.org/wiki/Riverdale\\_\(2017\\_TV\\_series\)](https://en.wikipedia.org/wiki/Riverdale_(2017_TV_series)))

## REVIEW OF LITERATURE

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 intends. 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













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

### k. Verbal Play

### 2.3. Previous Study

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## 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 to produce rounded and contextual understandings on the basis of rich, nuanced and detailed data, that further 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











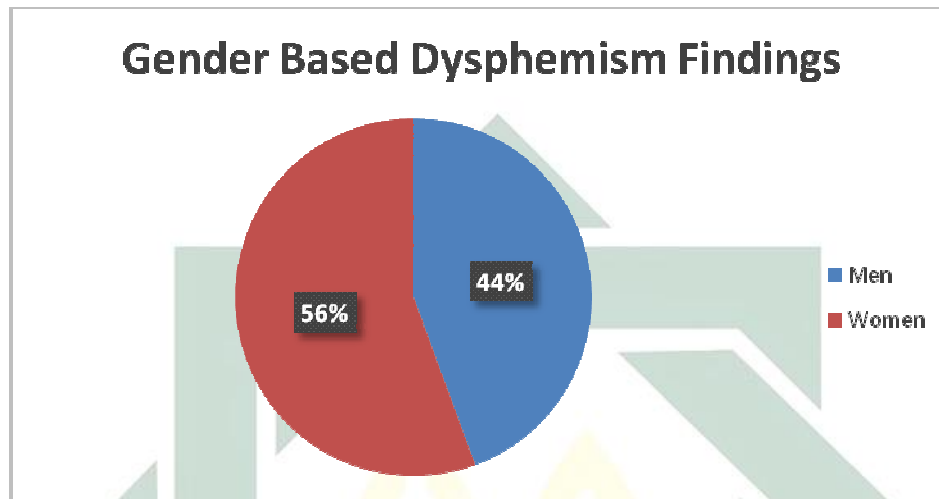


The writer decides to apply the theory from Keith Allan's model of X-phemism (2012:6-38). This theory consists of eleven types, that each of them had its own distinction based on how it is formed. The dysphemism expressions are found on almost every character of *Riverdale* TV Series. To answer the second 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.

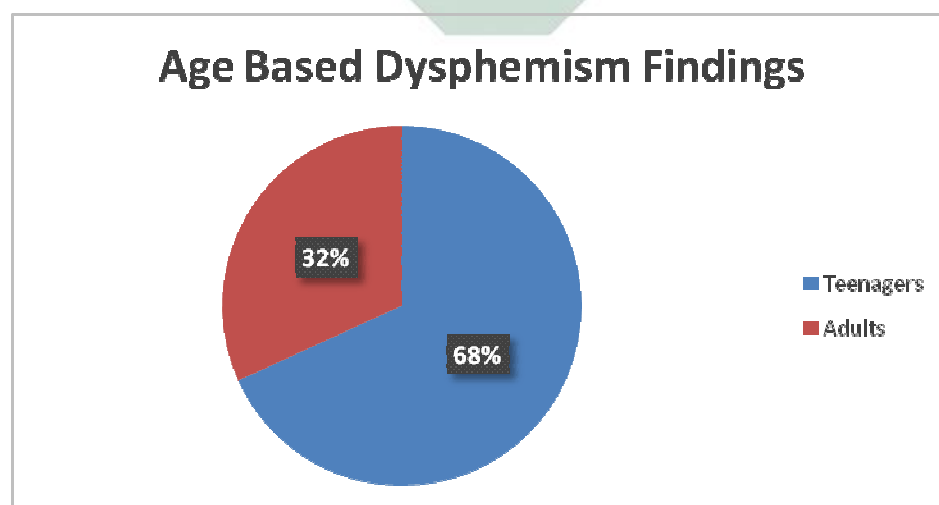
As from the data, the writer finds the dysphemism in total of 408 expressions that are divided into eleven types of dysphemism based on how it occurs. The types are remodelling, contractions, underspecification, part for whole, upgrades, downgrades, deceptions and obfuscation, substitutions, appearance 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.



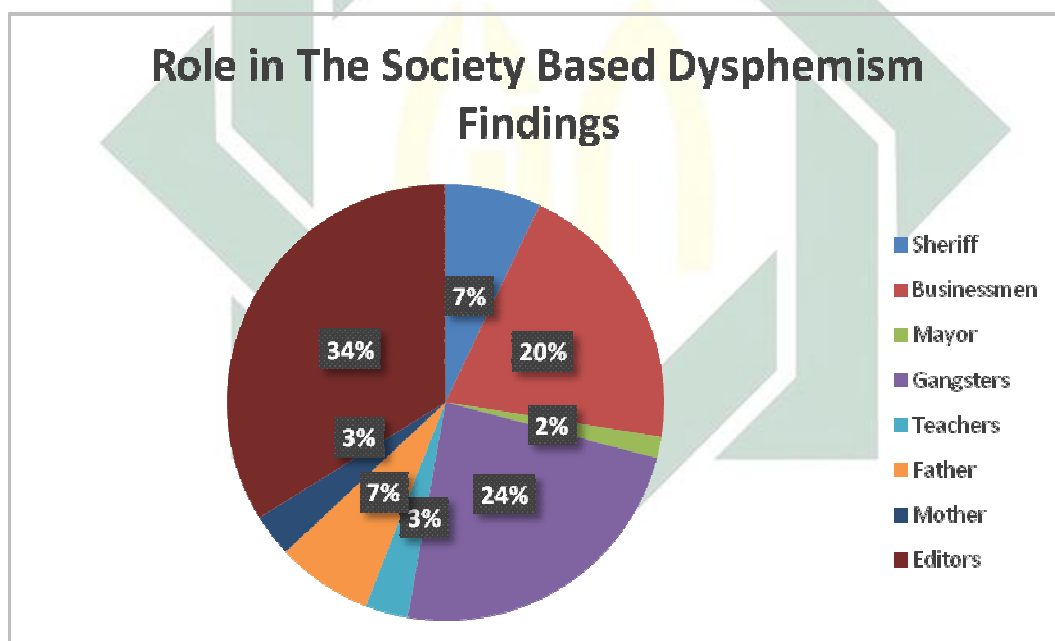
characteristic such as smell, taste and touch based type, colour based type, sound based and appearance based metaphors type. The rest that falls into the minor type are underspecification type, contractions type and part for whole type.



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.



with more straightforward words, even ignoring the hearer's positive face and 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,

#### 4.1.1. Types of Dysphemism

#### 4.1.1.1. Remodelling

**Data 03/02/05**[illegible]









achieving her latest position as a talented singer while requesting 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 illustrate Archie’s effort for trying to write some songs and ask for help.

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

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.

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 emphasises the strong warning, anger and annoyance of Fred towards Archie for disobeying his demand. In any conditions, 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.

Archie: Leave her the hell alone, Chuck.

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

FP Jones: Enough! That's enough!  
[Minute 00:30:45-00:31:22]

#### 4.1.1.3. Underspecification: General for specific

**Data 01/01/15 – Data 01/01/16**

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Aside from using ambiguity, the characters play with vagueness to cover their expression that inevitably draws the hearer's attention. In particular that form of vagueness or 'imprecision' that is caused by the infinite range of possibilities that a speaker has when choosing a certain granularity 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.

Part for whole works as the opposite of underspecification type. 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.

Reggie: Yo, be honest with me. You work on any houses? Any private homes?

Archie: Yeah, a couple.

Reggie: Did you tap some cougar ass this summer?

Archie: You know what, I think that's more a fantasy from your wank-bank, Reggie.







**Data 19/04/02**

Kevin: Please, God, no more Quentin Tarantino references.

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

**Data 30/06/15**



Alice: Oh, you can, and you will. You'll be standing right beside me and your father, a united front against the **holiest of backdrops**. Let's see the Blossomstry to smear us then.

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

Chuck: You are different than what I thought you'd be. A former It Girl from New York, made off like a fall from grace? I assumed you'd be high maintenance. Now tell me, what do you miss most about home?

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

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

**Data 09/02/07**

Kevin: Madame Satan?

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

**Data 10/02/09 Data 11/02/10**

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.

[illegible]

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.

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.

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.

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:

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 slut nor am I going to be shamed by someone named, excuse me, Chuck Clayton. Does he really think he can get away with this? Does he not know who I am? I will cut the brakes on his 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 act of 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' emphasizes 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.

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.







**Data05/06/08**

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

**Data10/11/19**







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 me that your mother has to sink to such unspeakable lows just to keep those knockoff Hermes bags on your arm. What's next, selling her 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's social hierarchy.

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

‘Reek’ speaks in the domain of smelling sense. The word ‘reek’ is used negatively 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**





**Data63/09/12**

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.

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

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

#### 4.1.2.1. Dysphemism usage based on gender









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

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.

## Dysphemism Findings Based on Age











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 second most person who uses dysphemism terms is FP Jones, a leader of the 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



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.

Sierra: That's a **very sweet sentiment**, Mr. Jones. But the future of Riverdale is at stake.

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.

[illegible]

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.

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 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.

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.

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

g that may damage their reputation. This is reflected in the  
McCoy who work as the mayor of the town. Through all this  
y utters two dysphemism terms.

Based on all of the findings above, the writer compares the  
the previous researchers who dealt with the same topic.  
ed the relation between metaphor and dysphemism in ei  
using the theory of taboo and the censoring of language  
ge (2006), Rababah (2014) decided to explore the transla  
al dysphemism terms from English into Arabic and vice versa  
from Allan and Burrige (2006) and a category of X-phemis  
doublespeak Lutz (1996). The last comes from Thawabteh  
d on analyzing the translatability of Euphemism and Dysphem

ation between metaphor and dyspho  
theory of taboo and the censoring  
Rababah (2014) decided to explore

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



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.

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 from Keith 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.







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