CHAPTER I

INTRODUCTION

This chapter provides the introduction of Dysphemism as part of a figure of speech in figurative language. It consists of five sections: background of the study, previous study, research questions, the scope of the study, and the significance of the study. Explanation of each section is presented below.

1.1 Background Study

In uttering some words there might be possibly different meanings that can contain in our utterance, and in some utterances meaning is intended to communicate something that is not expressed directly. Considering that many different meanings can be found from the speaker utterance's, the concepts of meaning by some studies clearly can make those meaning of words cause no problem because the context usually makes it clear.

Studies on meaning are closely related to the study of semantic. In semantic, meaning is divided into literal and non-literal meaning. Literal meaning still in the form of abstract; that we can interpret it based on our thinking to produce the meaning. Literal meaning has a definite meaning. It can be known when the speaker expresses something that has natural meaning without additional meaning added. While non-literal meaning is used to disclose the natural meaning somehow, it also tends to hide the natural meaning (Harya, 2006). In addition, Sivakumar (2015)

1

discusses the difference between literal meaning and non-literal meaning. He states that literal meaning is conventional which in understanding its meaning, no special interpretation is needed. The concrete basic meaning causes a single meaning to only depend on that context and closes other interpretations. When the process of achieving the meaning of literal meaning falls in the first stage, then the non–literal meaning falls on the derivative meaning and can be the last meaning of the process of interpreting. It causes that non–literal meaning is non–conventional which needed a special interpretation to gain its meaning.

In some words, meaning do not convey only literal meaning but it also conveyed non–literal or figurative meaning. Beckson & Ganz (1975, p. 80) states that certain devices are needed to understand the meaning of figurative language. This device is usually called the figure of speech which aims to compare different objects to achieve meaning beyond the literal meanings. To understand the meaning of figurative meaning which has beyond its ordinary meaning of words, it is necessary to know in-depth about the figure of speech. Figure of speech adds variation styles in language, so speakers tends to freely change their form of expression as they will.

Meanwhile, in expressing their idea there are some people who will directly or straightforwardly say what they are about to say without considering their choice of word. This expression is called dysphemism or speaking offensively. People speak offensive and taboo language could be considered rude in some contexts of

conversation. The use of abusive and taboo language is often used when someone feels displeased, anger, and disappoints towards others (Allan & Burridge, 1991).

Trudgill (2000) states that taboo language is very broad in its meaning, but the taboo language must be fully related to taboo words and topics to use because usually the word is considered as immoral and inappropriate; it deals with prohibited and inhibited behavior in a specific context.

According to Wardhaugh (2006) differences in cultural backgrounds leads to a diverse meaning in uttering taboo words. Certain words are not necessarily uttered because people might feel annoyed if those words are uttered. In one culture, the word "dog" might be considered as a taboo word, but somehow it may not necessarily taboo for other cultures. This might appear because in every culture, they have their own taboo languages. The use of taboo words had to be considered because it can have a bad impact on its meaning. For instance, the words "dog" and some vital human body organs are considered taboo in Indonesia.

On the other hand, in other countries like England, for example which considered the word "dog" as a normal word to utter even in public places. It will not make an issue as long as it is related to the context of the conversation. The need for an understanding taboo language from other culture which may not be in accordance with the background of our cultural background is important. The use of taboo is often associated with the use of dysphemism utterances, Allan and Burridge (1991) state that dysphemism is uttered to show downgrading over

something or someone through the utterances used. By the choice of dysphemistic utterances, dysphemism might cause conflict between the speakers because one of the parties usually used this expression to show agreement or tend to humiliate opponent.

Furthermore, Fernández (2008) argues that dysphemism is always related to negative behavior caused by emotional and offended feelings which poured through language, and this underlies dysphemism has evaluative meaning. The opposite of dysphemism is a euphemism. Euphemism or sweet-talking is an expression that avoids being offensive or tends to reveal politeness and respect.

Sanchez (2015) discusses the difference between euphemism and dysphemism. He stated that euphemism is associated with the concept of face and politeness theory. The embodiment of both theories lies based on two factors: someone's politeness behavior that occurs because of one person's desire is blocked by others which causes what he intended to not to convey and causes a negative face. Whereas positive faces are based on one person 's desire to be recognized and valued in front of others. Meanwhile, Allan and Burridge (1991) stated that the link between euphemism and face theory is merely to save the positive face of the speaker and avoid the impact of losing face rather than preventing hearer's uncomfortable feeling.

Euphemism is uttered when people try to guard the faces of others when speaking. In avoiding the effects of expressing something harsh, euphemism is used

to avoid the impact of losing face and making the person threatened. On the other hand, Domínguez (2005) states the boundaries between dysphemism and euphemism could be fuzzy because sometimes euphemistic words that are expressed could possibly have a dysphemistic meaning, so this difference can cause confusion if we do not pay attention to the context of one person utterance. In regard to the tight relation between euphemism and dysphemism towards metaphors, Fernández (2011) reveals euphemism and dysphemism can have cognitive abilities accurately. Furthermore, Gomez (2009) state that in the cognitive process of conceptualization, euphemism and dysphemism in a particular context can be manifested to weaken or strengthen the forbidden concept or reality.

There are some types of figures of speech which is used to help the speaker express their idea or to add emotional expression, but the writer will only focus on dysphemism. The writer puts interest in the studies about offensive and taboo language. Therefore, the writer intends to analyze utterance that contained dysphemism. The use and the discussion of taboo and offensive language commonly used in our daily life, even in media and entertainment products such as music, novels, and even movies. Dysphemism study in a movie needs to be done because dysphemism affects the use of actor or actress utterances and to figure out the meaning of the speaker utterance toward the listener by the dysphemism word uttered.

Blackkklansman movie rises theme about racism and oppression against certain races, so as to bring up the use of dysphemism utterances that aim to insult by using abusive language to show anger and superiority. Different dysphemism utterances occur in this movie dialogues, which will make this movie different compared to others. Dysphemism used in this movie dialogue interests the writer to pay attention to its words used. Various theme raised in this movie which might affect the use of a word that can contain a figure of speech in the movie's dialogue and some dysphemism language used might occur. Some movies are interesting to be studied to see many aspects of the movie, one of which is language.

In this study, Blackkklansman was chosen as the corpus. This movie was chosen because it contained racism and discrimination theme which bring out various figure of speech used by the actor or actress through the dialogue which could be associated with the use of a figures of speech. On the other hand, this movie will please the audiences by the cinematography which sets in the early 1970s, but also the storyline about racism and some social theme that raised by this movie and it makes the movie different from others racist themed movie. This movie told the real event of Ron Stallworth as the first colored (Black) officer hired in Corlando Spring Police Department. His career was not that easy, because he had to deal with the racism that was present around his work.

Ron was chosen to be an intelligence agent against the organization of Ku klux klan an anti-colored Jews organization. This organization upholds the concept

of white supremacy which constitutes a hideous act of American homegrown. According to Fredrickson (1981) *"White Supremacy refers to attitudes, ideologies, and policies associated with the rise of blatant forms of white European dominance over non-white population" (p.380).* Instead of using racism, he used the term of supremacy to specify the act of white power to humiliate other races. The segregation act over a non-white population by white appears because of the act of racism to a non-white included the colored and Jewish population. This action is illustrated by the rules and inhumane actions carried out against non-whites. White supremacy tends to have feelings of dislike and discrimination based on physical characteristics. For instance, black people are not allowed to get higher education and there is separation for the white and black school environment. From their physical appearance, they believed that black was decent of monkey.

Considering that the theme of this movie is about racism which may occur various use of the dysphemism words, Blackkklansman movie is the right movie to achieve the writer's intention to analyze the dialogue that might contain dysphemism word. This movie rated R which stands for Restricted by the MPAA (Motion Picture Association of America) for the language used (Michael, 2018). This movie contained utterances that indicate racist epithets and some irritate sexual terms which uttered by the actors or actresses.

Even though this movie seemingly contains heavy topics, yet it is very entertaining because it is lightly packed in a typical comedy movie. The setting of

the 70s in this movie still makes this movie more contemporary yet modern because it also blends with 20s touch. This is an interesting movie to analyzed because it contained diverse cultural background storylines and different colored skin of actors or actress affect their different way of speaking and choices of the language used. Therefore, the writer has chosen the most suitable movie to find out the dysphemism language used through the utterances among the actors or actresses.

There are previous studies about dysphemism that had been conducted. The writer found previous research investigating the same topic as this study. Ruiz (2015) stated that most studies about novel analysis do not pay attention to the language used by the writer of the novel itself. Therefore, she was interested in researching and exploring euphemism, dysphemism and x-phemism to considering that and bearing in mind that erotic stories are a common euphemism and dysphemism ground. The corpus is Fifty Shade of Grey Trilogy novels. The focuses are determining whether if a unit is a euphemism, dysphemism or x-phemism by evaluating the opinions expressed and attitudes of the characters in relation to their context, personality and characteristics.

The methodology used by the writer are Aboada and Grieve's (2004, pp. 159-161) Appraisal method, which is employed to classify texts based on their subjective content or sentiment and also used Martin's Appraisal (2000) and Martin and White's Appraisal Theory (2005), which is a linguistic classification of subjectivity. The result of the study shows that even though the author of the novels is a woman, there are substantial differences between the language employed by

the male main character, Christian Grey, and the female one, Anastasia Steele. On the other hand, Mr. Grey uses direct and clear language even if it involves dysphemism; however, the female character is observed when she uses phrases that is why she normally resorts to x-phemism, instead of direct dysphemism, and euphemism, due to social conventions since women are supposed to be less coarse.

In her next study Ruiz (2017) stated that the media or press has the ability to shape particular values and reference models for the public opinion as well as to reproduce dominant ideologies and social conceptions. Thus, she was interested in analyzed George Ridpath's use of euphemism and dysphemism in his political writings during the War of the Spanish Succession (1710-1713) and to observe how this author used language as a weapon to shape and manipulate Great Britain's public opinion during the Stuart period. The corpus comprises two journals also to classifying and intends to reveal the roles of euphemism, dysphemism and x-phemism plays in the construction of an alternative reality by which ideological persuasion occurs.

The methodology used by the writer are Taboda and Grieve's (2004: 159-161) Appraisal Theory and categorizing texts according to their subjective content or sentiment and based on Martin's Appraisal (2000) and Martin and White's Appraisal Theory (2005) and attitude or attitudinal positioning. In the observatory, there are more euphemistic lexical substitutions than quasi-euphemism, and the subjective nature of the observatory justifies the scarcity of euphemism in this journal, as its main aim is to denounce the government and political parties' unfair

actions. Meanwhile in The Flying Post shows that euphemism is mainly used to dignify war; therefore, doublespeak, typical in political discourse, is employed to distort reality. The Flying Post is more objective and has an informative nature; language is usually concise and, thus, euphemism is usually employed to avoid value judgements.

Bakhtiar (2012) in his study stated that in each culture, taboo domains are subject to varying degrees of constraint and prohibition. Euphemisms, on the other hand, are proper means of talking about these sensitive topics. Therefore, he interested in how euphemisms in Persian communicate different intentions in pragmatic contexts. The corpus is data collected from Persian daily conversations and newspapers and their analysis indicated that in this language, these expressions are divided into three categories based on the communicative function they hold. The methodology used by the writer is adopting Allan &Burridge's (2006) pragmatic approach towards euphemisms; he aimed to find how euphemisms in Persian communicate different intentions in pragmatic contexts.

The result shows that euphemisms in Persian are used to consider the face wants of participants in a conversation where no fear of physical harm is involved and their commitment to politeness is the primary motivating factor for using them and euphemisms are used in Persian to mark different styles from euphemistic to thoroughly dysphemistic. Meanwhile, in Farsi like most other languages, euphemisms can be used as means of deceiving ordinary people and making them believe in altered realities. Doublespeak is used in Persian to accepted.

Ezeife (2016) in her study stated that the patriarchal ideology herded in the novel has relevance between the concept of patriarchy in the use of language written by Nigerian male novelists. This patriarchy ideology is characterized by two concepts that men are gods and women are only sexual objects. Therefore, she interested in investigated the use of the language of euphemism and dysphemism which is expected to reveal the metaphorical logic that determines the author's position with regard to patriarchy. The corpuses are three Nigerian's male novel Helon Habila's Measuring Time, Jude Dibia's Blackbird, and Liwhu Betiang's The Cradle on the Scales.

The methodology used by the writer is adopting Allan &Burridge's (2006) to analyzed the metaphor logic, Critical discourse analysis for handling the data, conceptual metaphor and dominance gender theory. The result shows that patriarchy contained in the Nigerian novel can be dissected with euphemism and dysphemism approaches to determine the superiority and dominance of patriarchy. From the results of the exposure of three Nigerian novels it was found that the position of the Patriarchy is closely related to power and control.

Maalej (2016) discussed the relation among dysphemism, euphemism and orthophemism in his study. He aims to seek the explanation on how metaphor lead dysphemism in eight Arabic dialects specially when these orthophemistic Arabic words turn into dysphemistic utterances on others Arabic dialect; Algerian Arabic (AA), Egyptian Arabic (EA), Jordanian Arabic (JA), Moroccan Arabic (MA), Saudi Arabic (SauA), Sudanic Arabic (SudA), Syrian Arabic (SyrA), and Tunisian Arabic

(TA). Therefore, he interested in the dysphemistic-orthophemistic words that can cause miscommunication for pan-Arabic because they have different understandings when it comes to utter different Arabic dialects.

The corpus is data results of the respondent's answer who speaks in various Arabic dialects. The writer used qualitative and quantitative methods with two layers of data collecting procedure. The first layer is by online questionnaire and the second layer is unstructured interviews. The writer specializes in male faculty members as his respondents, and he means to do a purposive sampling data collection by chosen male faculty members as his respondent. Bearing in mind the discussion of his research is a sensitive topic in pan Arabic. The result shows that in sexual context, the use of the word metaphor represented in a dysphemistic expression causes a shifting in meaning from its literal meaning.

Evidently, the previous researcher has not adequately addressed the use of dysphemism in a movie context. The meaning of dysphemism has not been discussed by the previous researchers. This study intends to identify dysphemism and its function in Blackkklansman movie. The writer chooses Blackkklansman movie because it contained expressions and connotations that are pertaining to the subject, audience, or both.

1.2 Research Questions

The writer likes to focus to the analysis of dysphemism which related to the background of this study. The writer formulates the research questions as follow:

1. What types of dysphemism word used by the speakers in Blackkklansman movie?

2. What is the meaning of dysphemism uttered by the speaker toward another speaker in Blackkklansman movie?

1.3 Purpose of The Study

The purpose of the study is to find out the dysphemism type used in Blackkklansman movie. In addition, this study aims to examine the correlation of dysphemism type through actor or actress utterances and how it subtly resonates with theme raised from the movie. Hence, it will help to finds out what is the meaning of the utterance.

1.4 Scope of The Study

In the proposed study, the research focuses on the dysphemism type found in Blackkklansman movie. The data chosen are utterances in the dialogue among the actors or actresses in the movie. The cinematography of the movie will not be analyzed in the study.

1.5 Significance of The Study

The significance of the Study is to develop the readers understanding about the implied meaning of word used by actor or actress utterances from the movie through dysphemism types. The writer expected this study can be reference for students of English Department especially for those who interested in linguistics field.