

THE USE OF EUPHEMISM IN *IZOMBIE* TV SERIES SEASON 2

THESIS

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

Department Faculty of Arts and Humanities

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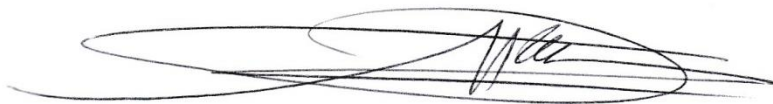


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ABSTRACT

Sahnaz, Alyssa. 2018. *The Application of Euphemism in IZombie TV Series Season 2*. English Department, Faculty of Arts and Humanities. The State Islamic University of Sunan Ampel Surabaya.

The Advisor : Murni Fidiyanti, M. A.

Key Words : *Euphemism formation, Word chosen, Avoid offensive words.*

This thesis examines about the application of euphemism in *IZombie* TV Series Season 2. How the characters of this TV Series use euphemism to avoid offensive word is a direct reflection of this study. Some Indonesian researcher have been analyzed the topic of euphemism in different object such as, Jurianto analyzed euphemism in medical tv shows (2016), Prayogi in online news portal (2008), Munfaati in magazine (2008), Dhika in movie (2013). This present work investigates the formation of euphemism using Warren's types of euphemism theory and function of euphemism theory by Burridge. The writer mainly focuses on analyzing the euphemism construction of three main characters in *IZombie* TV Series. In analyzing the euphemism formation, an existing model of Warren is used and the categories suggested by this model are tested against euphemism from the three main characters. The euphemism formation categories comprise of four main categories, word formation devices, phonemic modification, loan words, and semantic innovation. Meanwhile, the function of euphemism theory proposed six types includes of the protective euphemism, the underhand euphemism, the uplifting euphemism, the provocative euphemism, the cohesive euphemism, and the ludic euphemism. Under qualitative-content analysis method, this research significantly gives a wider knowledge on how euphemism is applied in TV Series as a portrait of daily live. In addition, the researcher acts as key instrument - human instrument. In the data collection, reading the entire episode in season two and collecting data through selecting the indentified euphemistic term of character's speech, are conducted. It is then followed by transcribing, classifying, and analyzing the data as

INTISARI

Sahnaz, Alyssa. 2018. *The Application of Euphemism in IZombie TV Series Season 2*. Sastra Inggris, Fakultas Adab dan Humaniora. Universitas Islam Negeri Sunan Ampel Surabaya.

Pembimbing : Murni Fidiyanti, M. A.

Kata Kunci : *Formasi Eufimisme, Kata pilihan, Menghindari kata kasar.*

Skripsi ini meneliti tentang penerapan eufemisme di IZombie TV Series Season 2. Bagaimana karakter dari serial TV ini menggunakan eufemisme untuk menghindari kata yang menyinggung adalah refleksi langsung dari penelitian ini. Beberapa peneliti Indonesia telah menganalisa topic eufemisme dalam beberapa objek berbeda seperti, Jurianto menganalisa acara medis TV (2016), Prayogi dalam portal berita online (2001), Munfaati dalam majalah (2008), Dhika dalam film (2013). Skripsi kali ini menyelidiki pembentukan eufemisme menggunakan teori eufemisme jenis Warren dan fungsi teori eufemisme oleh Burrige. Penulis terutama berfokus pada analisis konstruksi eufemisme dari tiga karakter utama dalam IZombie TV Series. Dalam menganalisis formasi eufemisme, model Warren yang ada digunakan dan kategori yang disarankan oleh model ini diuji terhadap eufemisme dari tiga karakter utama. Kategori pembentukan eufemisme terdiri dari empat kategori utama, perangkat pembentukan kata, modifikasi fonemik, kata-kata pinjaman, dan inovasi semantik. Sementara itu, fungsi teori eufemisme mengusulkan enam jenis termasuk eufemisme protektif, eufemisme bawah sadar, eufemisme yang menggembarakan, eufemisme provokatif, eufemisme kohesif, dan eufemisme ludis. Di bawah metode analisis kualitatif-konten, penelitian ini secara signifikan memberikan pengetahuan yang lebih luas tentang bagaimana eufemisme diterapkan di Seri TV sebagai potret kehidupan sehari-hari. Selain itu, peneliti bertindak sebagai instrumen kunci - instrumen manusia. Dalam pengumpulan data, membaca seluruh episode di season kedua dan mengumpulkan data dengan memilih istilah eufemisme yang teridentifikasi dari ucapan karakter yang dilakukan. Kemudian diikuti dengan menyalin, mengklasifikasikan, dan menganalisa data sebagai prosedur analisis

tan dengan istilah seksual, istilah medis, kematian dan tin
al.

INTRODUCTION

A euphemism is a word or phrase that is used in place of a disagreeable or offensive term. Euphemisms are used in sensitive social areas where direct speaking is unsuitable, like death, diseases or sex. The euphemism is often used to tell it like it is not. There are some notable researchers who also defined the term of euphemism. Arif (2015:151) stated that euphemism is words which used to soften the potentially negative impact of the expression. During communication speakers try to minimize the potentially offensive effect of expressions that is used. Thus euphemism is used in order to avoid mentioning any expression that might disturb the harmony of the conversation.

The couple, Allan and Burridge (1991:11), defined euphemisms as alternatives for dispreferred expressions, and it is used in order to avoid possible loss of face. The dispreferred expression may be taboo, fearsome, distasteful, or for some other reasons have too many negative connotations to felicitously execute speaker's communicative intention on a given occasion. Along with the duo above, Rawson (1981:1) stated that euphemisms are mild, agreeable, or roundabout words used in place of coarse, painful, or offensive ones.

As a language phenomenon, euphemism consists of features, functions, and its formation. By the time has passed by, the history of euphemism development has doubled. Society creates word substitution along with the features that cannot be separated from the daily life. As in gender, women might substitute the word for having period into “an old friend”. Pan (2013:2108) explained that the presence of euphemism feature is not only in daily life or

theory.

According to Linfoot-Ham (2005:228) the function of euphemism is to protect the speaker/writer, hearer/reader from possible effrontery and offense. It is used to replace social taboos, swearing, blasphemy, profanity and abusive language, but can be used just to make a common word sound more sophisticated. Based on Chi and Hao (2013:46), there are two basic functions of euphemism, the function of concealing and function of veiling. The difference between the two basic functions lays in orientation of its goal. The function of concealing is used when the speaker wants to avoid certain aspect of a subject which could violate the established norms, the nature of this function is in the given shared respect of both speaker and hearer for commonality. As the function of concealing, the nature of veiling function is the effect of

speaker wants in order to trigger the hearer.

Talking about formation of euphemism, there will be factor or reasons why euphemism emerges. Arif (2015:153) states that the factors might be a number of things. The most essential ones are regional emergence, culture of the area, its customs and traditions, specific location. Grammatical, phonetic, and semantic factors are also playing in the formation of euphemism with the contribution of its morphological

Euphemism has tendency to multiply over time, based on people's perspective or culture itself. Due to all consideration *IZombie* TV Series is chosen to be the object of this present study. The highlight of this study is revealing the euphemism that is used by three main characters. Each character has different accent and word chosen, one has American accent, the other has British accent, and the third character has African-American accent. The different accent among three characters is considered as opportunity dealing with the variation of euphemism which will be found in *IZombie* TV Series.

The research problems are formulated into questions below:

1.3 Research Objective

1.4 Significance of the Study

Considerably, this study is intended to gain benefit of either for the writer or the reader. Significance of this study falls under two types, which are in theoretically and practically. As in theoretically, the researcher expects that euphemism can give a wider knowledge to the reader along with the types and function of euphemism itself. On the other side, this present study gives an implementation of analyzing euphemism in the daily live inside a movie frame as practical way. Practically, readers have a better understanding of euphemism through a movie analyzing.

1.5 Scope and Limitations

Euphemism is chosen to be the topic of this present study which focuses only in the types of euphemism formation and function. The analyzing of euphemism types using Warren (1992:132) model, is divided into several classifications such as, phone modification, loan words, semantic innovation, and word formation devices. *IZombie TV Series Season 2* scripts are scanned to get the data and are selectively collected. As a reminder, it only aims the dialogue of three main characters which previously chosen. Presentably, Burrige (2012:67) euphemism function theory is used in order to be applied on the data with involving its meaning.

1.6 Definition of Key Terms

CHAPTER II

REVIEW OF LITERATURE

2.1 Euphemism

Euphemism is a universal linguistic phenomenon. According to Pan (2013:2107), the word euphemism originates from Greek, where it means to speak favorably. Primarily, euphemism was a milder term used as a substitution for taboo expressions only. Later, the use of euphemisms was enlarged for any vulgar, offensive, harsh, embarrassing, blunt or other indelicate term. Beside that, Holder (2008:22) defines euphemism as a milder or uncertain term, which is used to replace an unsuitable or impertinent expression. Very broadly, euphemisms are sweet-sounding, or at least inoffensive, alternatives for expressions that speakers or writers prefer not to use in executing a particular communicative intention on a given occasion (Burridge, 2012:66).

The phenomenon of euphemization has become the most tendencies in linguistic, there is numerous research that devoted to euphemism. As a part of communication, euphemism is seen as a language device that inseparable from society. One might links the euphemism with the origin which established how the euphemism is formed. The other connects it with the reason why euphemism is used, for what purposes that makes it arise and attached to some features of everyday speech. Both of the nexus above, the formation and reason of euphemism, then continue to evoke the function of euphemism.

2.2 Types of Euphemism and the Examples:

There are four classification of this model. The first type is word formation devices. It is divided into: 1) Compounding: 'hand job' [masturbation], the combining of two individually innocuous words forms a euphemism for an otherwise unacceptable term. 2) Derivation: 'fellatio' [oral sex], the modification of a Latin term ('fellare', to suck) to form a printable modern English word (Rawson, 1981:87). 3) Blends: Warren gives no examples of what she means by this term, or of how a blend is formed. 4) Acronyms: SNAFU ['Situation Normal All Fucked Up'], a military euphemism for a possibly catastrophic event. 5) Onomatopoeia: 'bonk' [sexual intercourse], here the sound of 'things' hitting together during the sexual act is employed to refer to the act itself.

The second is Phonemic modification. "The form of an offensive word is modified or altered," (Warren, 1992:133), for example: 1) Back slang: 'enob' [bone/erect penis], Rawson (1981:88) and 'epar' [rape] (Warren, 1992:133). The words are reversed to avoid explicit mention. 2) Rhyming slang: 'Bristols' [breasts], a shortened, and further euphemised, version of 'Bristol cities' [titties] which becomes a "semi-concealing device," (Burchfield, 1985:19). 3) Phonemic replacement: 'shoot' [shit], which Rawson terms "a euphemistic mispronunciation," (1981:254), i.e. one sound of the offensive term is replaced. 4) Abbreviation: 'eff' [fuck (off)].

The third type presents Loan words. Some examples of this include: 1) French: '*mot*' [cunt] (Allen and Burridge, 1991:95), '*affair(e)*' [extramarital engagement] and '*lingerie*' [underwear], (Stern, 1931). 2) Latin: '*faeces*'

[excrement] and '*anus*' [ass-hole]. Latin is often favored as the uneducated and the young cannot interpret the meanings (Allen and Burridge, *ibid.*:19). 3) Other languages: '*cojones*' [testicles], is Spanish (Nash, 1995), and '*schmuck*' [penis] in Yiddish literally means 'pendant' (Adams, 1999). The last type falls under the classification of Semantic innovation.

Examples of Warren's (1992: 133) seven categories of semantic innovation are: 1) Particularisation: a general term is used, which is required to be 'particularised' within the context to make sense, e.g. 'satisfaction' [orgasm] and 'innocent' [virginal], both of which require contextually based inference by the reader/listener to be comprehensible. 2) Implication: In this case, several steps are required to reach the intended meaning, e.g. 'loose', which implies 'unattached', which leads to the interpretation [sexually easy/available]. 3) Metaphor: A multitude of colourful metaphorical euphemisms surround menstruation, centring around 'red', e.g. 'the cavalry has come'- a reference to the red coats of the British cavalry, 'it's a red letter day' and 'flying the red flag,' (Allen and Burrige, 1991:82). 4) Metonym: Otherwise called 'general-for-specific', this category includes the maximally general 'it' [sex] and the contextually dependent 'thing' [male/female sexual organs, etc.]. 5) Reversal: or 'irony'. Including 'blessed' [damned] (Stern, 1931) and 'enviable disease' [syphilis], both of which enable reference to something 'bad' by using opposites. 6) Understatement: or 'litotes'. Examples like 'sleep' [die], 'deed' [act of murder/rape] and 'not very bright' [thick/stupid] fall into this category. 7) Overstatement: or 'hyperbole'. Instances include 'fight to glory' [death] and those

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phemism “to shield and to avoid offense”. This function is used when speakers want to talk about one thing in different contexts, but for different reasons. Speakers may prefer to speak carefully in order to avoid offense or to be tactful. The second euphemism “to mystify and to misrepresent”. Some euphemisms are used to make something seem more mysterious or to misrepresent the truth. This euphemism is dishonest. It emerges because on a given occasion, a speaker may find it hard to say what he or she really means. It can be acceptably spoken when use the euphemism. The third function is to “talk down and to deflate”. This is why, in this function euphemism is used not to communicate the truth but to deliberately disguise a topic and to deceive the addressee. The fourth function of euphemism “to talk up and to inflate” is the third function. It is simply an alternative for expressions speakers prefer not to use.

contexts, but for one reason or another, it is used to avoid offense. Second type is "represent". Some people might use it because on a given context, they prefer the euphemism rather than the direct one. It is used not to conceal offense but to give the addressee a "face". Third type is "inflate". Many speakers prefer not to use on a given context a phrase which presumably has a certain dignity for the speaker.

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ism in *IZombie* TV Series. Content analysis is a res of procedures to make valid inferences from ts can be defined broadly as books, book cha ussions, newspaper headlines and articles, historic rsations, advertising, theater, informal conversation mmunicative language. Qualitative content analys of qualitative descriptive design which is used to a systematic process of coding, examining of meaning of the social reality (Vaismoradi et.al, 2016:100)

The research design used qualitative content analysis and tried to describe type of euphemism in *IZombie* TV Series. Content analysis is a research method that uses a set of procedures to make valid inferences from text (Weber, 1990:117). Texts can be defined broadly as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language. Qualitative content analysis is under the classification of qualitative descriptive design which is used to analyze textual data through a systematic process of coding, examining of meaning and provision of a description of the social reality (Vaismoradi et.al, 2016:100)

a. Data and Data sources

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second reason, there are many conversations between the characters in different context and situations with different language expressions used in the movie.

b. Instruments

The instrument was the researcher itself. This case is known as human instrument. Human instrument was applied because the data from IZombie transcripts, especially the three main characters' utterance, was collected and identified by the researcher.

c. Techniques of Data Collections

The data was collected from the script of *IZombie* TV Series supported by some written sources containing constructions that are related to the topic of this study. The data of this study was collected in several steps. First, the script of *IZombie* TV Series was downloaded from www.transcripts.foreverdreaming.org website. After that the movie script was transcribed and highlighted based on the three main characters' utterances. Then the researcher watched the movie to know the euphemisms in *IZombie* TV Series.

3.3 Data Analysis

	Derivation	*the identified euphemism word*
	Blends	*the identified euphemism word*
	Acronyms	*the identified euphemism word*
	Onomatopoeia	
Phonemic Modification	Back slang	*the identified euphemism word*
	Rhyming Slang	*the identified euphemism word*
	Phonemic Replacement	*the identified euphemism word*
	Abbreviation	*the identified euphemism word*
Loan Words	-Based on the language that will be found-	*the identified euphemism word*
Semantic Innovation	Particularization	*the identified euphemism word*
	Implication	*the identified euphemism word*
	Metaphor	*the identified euphemism word*

Clive Euphemism Findings

Euphemism Type	Count	Percentage
Implication	21	37%
Metaphor	5	9%
Compound	11	20%
Understatement	1	2%
Acronyms	1	2%
Particularization	12	21%
Phonemic Replacement	1	2%
Derivation	1	2%
Metonymy	3	5%
Unlabeled	1	2%
Unlabeled	1	2%

Euphemism Type	Count	Percentage
Metaphor	12	25%
Particularization	11	23%
Compound	7	15%
Implication	7	15%
Metonym	5	10%
Phonemic Replacement	2	4%
Understatement	2	4%
Derivation	2	2%
Abbreviation	1	2%

Compounding here is combining two harmless words forms a euphemism for unacceptable terms. There are three examples regarding compound euphemism types in *IZombie* TV Series. The data is shown below:

Ravi: Um... maybe there was no struggle because he was caught by surprise.

Dr. Metzger: Construction site? Man with a hammer? Let's not make it more complicated than it is.

Clive: Levine has a lengthy **rap sheet**. Mostly as a low-level collections guy, an enforcer for a few different bookmaking operations.

The word ‘Rap Sheet’ which is underlined above is combination from two innocuous words. This word is categorized as compound because when the two words combine and produce a new word that acceptable for unpleasant meaning. The meaning of rap sheet here is crime record. It is further explained by the next sentence that Clive says regarding the kind of crimes which a guy named Telly had.

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Data 21/07/02

Liv: You're doing this for your **bottom line**. You're losing paying customers

Blaine: Hey, I'm likely on that kill list, too. Nobody knows I walk amongst the living.

[Minute 00:21:51-00:21:57]

Bottom line is a word that appears in modern English as euphemism for business. Furthermore, the meaning of business can be various depending on the context of the conversation. The data above shows that Liv uses the word bottom line to point the dirty business that Blaine had. Dirty business is offensive term which is substituted by the word “bottom line” to make it sounds milder.

Another example of compound euphemism type is also found on the topic of mentality and it used to utter as crazy.

Data 25/09/01

Ravi: As a man who's **mentally assembled** his own utility belt, I find The Fog's impressive. Carabiner hooks. Oh! Giant marble.

Liv: Marble?

Ravi: Always handy. Mace. No. No, wait. It's chloroform. And the handiest of crime-fighting tools, duct tape.

[Minute 00:06:38-00:07:03]

The data shows how Ravi uses the word “mentally assembled” as his choice to refer someone’s mentality. In literal meaning mentally assembled is substitution for the word crazy. The situation above portrayed how Ravi describes the man called The Fog as mentally assembled because of his superhero utility belt that loaded with unusual things. It shows that mentally assembled can be switched to deliver the concept of crazy mind.

[Minute 00:12:25-00:12:40]

The situation above describes how a man named Vaughn Du Clark explains the preference of a girl that might suited for. On the other side, Liv is a younger blonde woman that matches with Vaughn Du Clark description, which leads to a reaction that produce a derivation word 'Whore'. Linfoot-Ham (2005:252) mentioned this word as Old Norse derivation word that has two meaning. The first meaning comes from the word 'hóra' means together and a word 'hór' which means adultery. In Old English word whore begot a derivation 'hore' which synonymous with the Latin word 'cara' means dear. The literal meaning of this word is prostitute.

From French and Old Norse, now the researcher discusses the euphemism term that is derived from Latin. Two words are identified as euphemism word that belongs to Latin derivation. The first word is a collocation of two Latin derivations that means after dead.

Data 04/09/01

Ravi: His throat was slashed.

Clive: Mr. Boss's calling card.

Ravi: All right, he was hung on the Christmas tree **post-mortem**.

Liv: I've got something. "447, North Palmetto Street."

[Minute 00:18:31-00:18:40]

The word 'Post-Mortem' is derived from Latin means after dead. Post means after, while mortem comes from Latin word 'mort' means dead. The situation above illustrates about a corpse that is found hung in the tree with a cause of death is slashed in the throat. The word is used by Ravi to show that the corpse was killed before its body was hanging in the tree. It

resources. Get the mother of all databases on it.
Clive: And then we bust this **S.O.B.**
[Minute 00:12:57-00:13:13]

The underlined word is identified as euphemism acronym for sensitive topic or involving swear word. S.O.B. is acronym for son of a bitch, which belongs to swear word with the definition as a contemptible or thoroughly disagreeable person; scoundrel. The situation in the conversation above described about warrant to catch a criminal, thus why Clive reacts with using this euphemism acronym. The data above is the only findings of acronyms type in *IZombie* TV Series.

4) Onomatopoeia

Onomatopoeia defines as the sound of things. In the euphemism, onomatopoeia is used to substitute an offensive word with its sounds. The further explanation is presented in the data below.

Data 01/01/01

Liv: Wendell was offering a dog a rolled-up piece of bologna. He wanted to punish it for **pooping** in his yard.

Clive: You think he was poisoning the dog?

Liv: Well, that's what it looked like. It was a spaniel. Like our reluctant tipster Byron's.

[Minute 00:30:57-00:31:13]

‘Pooping’ comes with the base ‘poop’ is onomatopoeia or sounds of defecation. The sound of one’s defecation or animal’s is similar with the pronunciation of poop. Poop also identified as onomatopoeia for faeces or excrement. The conversation above shows the dog defecated in a man’s yard and Liv uses the sound of its’ defecation with the word ‘pooping’. Therefore, ‘poop’ can be substitute as euphemism onomatopoeia in order

Data French/03/01

French word that is underlined above 's'il vous plait' means please.

4.1.1.4 Semantic Innovation

1) Particularization

[illegible]

contextually based inference by the reader or listener to be comprehensible (Linfoot-Ham, 2005:232). Seven sample of euphemism particularization is dissected deeper in the data below.

Data 02/02/01

Brody: Red is for "date." It's this "Do, Date, Delete" game we play. Actually, I made a website for it. So, like, okay... Do, date, delete, Tom Hardy, Tom Brady, Tom Cruise.

Liv: Do you still get to **do** the one you date?

Brody: Yeah. But you gotta keep doing them. So you're, like, locking yourself in.

[Minute 00:18:16-00:18:29]

Do is a word that has lot of meanings, but in the conversation above the 'do' word is used to substitute a sensitive topic. This word is a general term but as a euphemism need to be particularized in order disguise the exact meaning. The meaning of 'do' is having sexual intercourse, the conversation above talks about a game where the speaker needs to choose whether to 'do' or having a sexual intercourse, date or delete the provided male names.

A particularized general term is found dealing with non marital activity. A general term that might mean different in a common context can be interpreted differently when it comes to euphemism of a sensitive topic.

Data 05/03/02

Clive: Almost, Harry. What can you tell me about your wife's affair with Vaughn Du Clark? I'm sorry. Did you not know about their affair? I'll take that as a "No."

Terrence: So help me, I'm gonna...

Harry: Now we're done.

Liv: That certainly looked like a man who just found out his wife was **cheating** on him.

[Minute 00:17:08-00:17:34]

The underlined word is an ordinary word that listed in dictionary as

Tantamount to the previous data, the next example deals with marital topics. The conversation below applies a general term to indicate a marital separation.

Clive: So was Terrence taking too long **leaving** Taylor? You started wondering if all those promises were just talk, so you get dimwitted Joe wrapped around your finger with promises of love and money. You send him to find some evidence that Taylor broke her marriage vows, with Vaughn Du Clark, no less. That would've spurred Terrence into action.

[Minute 00:33:46-00:34:08]

Hereinafter, an old euphemism of defecation topic is presented in the data below. This term appears for the first time in 1638 as the phrase ‘tend to the night soil’(McGlone, 2006:268).

[illegible]

Data 36/09/04

[Minute 00:18:46-00:19:12]

Data 41/10/03

[Minute 00:17:13-00:17:24]

The underlined word ‘junk’ means something that is worthless or has no more value. In another reference (<http://www.urbandictionary.com>), junk can also be particularized as male genitalia. The situation above takes place where a star corpse is delivered in the morgue and the characters perform an autopsy. Liv says the word ‘junk’ to refer to the genital area of the star that has been worthless because the star is already dead.

2) Implication

Data 08/03/03

The word 'sleeping with' falls under the type implication, as Rawson inputs in the dictionary as 'sleep with'. Here Rawson (1981:259) defines the word as one of the two Standard English euphemisms for "fuck,"

Another example of euphemistic terms for sexual intercourse is show in the conversation below.

Clive: The man locked up in Walla Walla, the one our victim sent all these unopened letters to, was a boyfriend. Matt Sudak. They moved here together from Texas. Seems he and Lacy broke up while he was in the joint, after she confirmed in one of these that she had a **one-night stand** with one of his buddies. According to his P.O., Sudak was released a month ago.

[Minute 00:08:48-00:09:06]

In Standard English, the phrase may mean, among other things, "to make shift" or "to get along," and these general senses are mirrored in slang, where "make out" covers a wide range of sexual activity (Rawson, 1981:176). The word 'make out' implies the sexual intercourse which is happened and it considered as euphemistic term.

[illegible]

[Minute 00:16:33-00:16:51]

The conversation above shows ‘intimate’ as a disguise of sexual intercourse. This result supports by the findings of Linfoot-Ham (2005:253,257), two of the analyzed novel using ‘intimate’ in substitute of having sexual intercourse.

The last example of euphemistic terms of sexual intercourse is inserted in the conversation below. Rawson (1981:165) listed this word ‘lay’ in definition of an informal but printable three-letter euphemism for the greatest of the four-letter word, as a verb and as a noun, ‘Fuck’.

Data 56/11/06

Liv: Wait. I roofied you with horny librarian brain.

Drake: That's a first. Mmm.

Liv: Oh, she hadn't gotten **laid** in years. This really isn't me.

Drake: This isn't, uh, far from me.

[Minute 00:26:36-00:26:49]

As the researcher mentioned above, the word ‘lay’ or in past form ‘laid’ is identified as euphemistic term for sexual intercourse. The conversation above describes about a horny librarian that Liv eats and leads to ‘always be a horny’ side effect. Liv chooses the word ‘laid’ to depicts euphemistic term of sexual intercourse.

The explanation above has settled with euphemistic term of sexual intercourse, here another example of euphemism implication.

Data 30/08/01

The other euphemism metaphor is used to express a sexual experience.

Data 16/07/01

Major: Did I miss something?

Ravi: Just Peyton showing no mercy to my neuroses about womankind.

Peyton: Oh, okay. Let's get it all out in the open, Man-Things.

[Minute 00:09:44-00:09:52]

A literal definition that is listed in dictionary regarding of ‘woman kind’ is female humans in general, but in the term of metaphor it dealing with relationship. The conversation above portrays how Ravi feels neuroses about the sexual relationship with woman.

A euphemism metaphoric ‘fallen woman’ is listed in Rawson (1981:98) dictionary, it means a prostitute. The word ‘fall’ or ‘fallen’ implies a sexual thing. This word can be metaphorically used to deliver a sensitive topic about sex.

Data 19/08/01

Liv: How'd you and Regina meet?

Clive: At a wedding a few months ago. She was the wedding planner. We hit it off. Went out a few times.

Liv: She **fell for** you, but you, big man, couldn't be tied down.

[Minute 000:16:2-00:16:21]

The past form of fall, ‘fell’, is seen as euphemism metaphor surrounding the sexual things. Linfoot-Ham (2005:250), also found this word ‘fell’ in Jane Austen novel with different preposition, ‘fell in love’. The term ‘fell’ can be combined with some preposition and have similar meaning, as ‘fell in love’ means gained affection for, while in the

Return to sexual intercourse topic, here an example of euphemism metaphor of it.

Clive: Wait till you see what the computer lab boys found on Jordan's hard drive.

[Sex tape playing]

Starlee: Oh, when's your call time?

Jordan: 6:00. I'm first up with Kell.

Ravi: Aw, we missed the good stuff.

[Minute 00:31:26-00:31:46]

4) Metonym

Data 21-23/10/1-3

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[Minute 00:17:13-00:17:37]

The conversation above consist more than one euphemism metonym such as, there and it. Those metonym points the word ‘junk’ in first line of the conversation. It means male genital, and the word ‘there’ means the genital organ of a man named Jordan. Same as the word ‘there’ that Clive says, Ravi also implies Jordan genital organ with the word ‘it is’.

Other result of sexual activity in metonym is found in the conversation below.

Data 04/02/01

Becky: Uh... I'm a furry.

Clive: A what?

Becky: I'm into costumes that look like stuffed animals. Like sexually. It's a fetish, okay?

Liv: I was not expecting **that**. Here's what I'm going to need. I'm going to need details, photos.

[Minute 00:30:39-00:30:59]

The underlined word in the conversation above refers to the sexual activity which is said in the preceding line. The word ‘that’ is response of the preceding line that talks about fetish, a sexual activity.

Metonym can be used to refer sensitive topic surrounding dirty work. A call girl is a euphemism compound for a prostitute, then here an example of euphemism metonym regarding prostitute.

Data 07/03/03

Liv: It's like a catalog of skanks. Oh, take your finger out of your mouth, sweetie, that's full of herpes. Little Miss Jailbait. "Likes to be pampered." As in diapers? Oh, this one reminds me that I need to take out the trash...

conversation, so the concept of function euphemism, understood as its effects, evokes a relationship of reciprocal co-ordination between the speaker's intention and the hearer's reception of this strategy. The analysis of euphemism function is conducted based on Burrige theory which is divided into six categories, the protective euphemism, the underhand euphemism, the uplifting euphemism, the provocative euphemism, the cohesive euphemism, and the ludic euphemism. The findings of each euphemism function category are explained further in the data below.

4.1.2.1 The Protective Euphemism

Data 45/01/07

[Minute 00:28:19-00:28:56]

4.1.2.2 The Underhand Euphemism

Data 34/02/05

[Minute 00:27:52-00:28:08]

4.1.2.3 The Uplifting Euphemism

Data 196/03/08

Liv: Hmm. Grandma must have lost her touch.

[Minute 00:25:27-00:25:58]

4.1.2.4 The Provocative Euphemism

Data 40/04/06

Clive: Ah, could be. Anyone else who owed that **smart businessman** money would be quick to pay.

[Minute 00:14:32-00:14:55]

[illegible]

4.1.2.5 The Cohesive Euphemism

Data 210/05/12

[Minute 00:04:23-00:04:30]

4.1.2.6 The Ludic Euphemism

Data 211/06/01

[Minute 00:36:19-00:36:26]

[illegible]

That kind of euphemism falls under this function because it is used to entertain rather than conceals or shield speaker's face.

4.2 Discussion

Related to the findings, the researcher has done in analyzing euphemism in *IZombie* TV Series Season 2. These findings involve types of euphemism and function of euphemism. In addition, the researcher has succeeded to interpret and explore the types of euphemism by emphasizing in some aspects such as word formation devices, phonemic modification, loan words, and semantic innovation. Meanwhile, for the function of euphemism has been analyzed in order to reveal the reason and aim of euphemism usage. Eventually, the both dissection gained some findings.

From Warren (1992) theory of euphemism types that applied to answer question number one, four main categories are served, word formation devices, phonemic modification, loan words, and semantic innovation. As the first discussion, the researcher examines word formation devices type. According to Warren (1992:130), this mechanism uses five ways to form euphemism, compounding, derivation, blends, acronyms, and onomatopoeia. As the analysis has been conducted, it is found four types from this mechanism in IZombie TV Series. Those four sub categories are compounding, derivation, acronyms, and onomatopoeia.

After analyzing all data, the researcher has got the fix data to be analyzed. From the types compounding, there are three results of 32 findings that are presented. The term that falls under this type is a combination of two innocuous

A derived word considers as a substitution of euphemistic word which belongs to the type derivation. Thus the result shows four words of different derived language presented in the data above. A derived words '*affair*' from French, '*whore*' from Old Norse, '*mortem*' from Latin, and '*phallocentric*' from Greek, which bases are identified belongs to the type of euphemism derivation. A sentence from each type, acronyms and onomatopoeia, is also found in the analyzing. An acronym of offensive term '*S.O.B.*' is shown belongs to the type of euphemism acronyms. Onomatopoeia of defecation sounds is found and substitutes with the word '*pooping*'.

Includes in the sub category of phonemic modification, phonemic

replacement is used to mispronounce a word to form euphemism. Two examples of seven results in this sub category are presented in the data above. The word '*bull corn*' to mispronounce bull shit and '*friggin*' as a mispronunciation of offensive word 'fuckin', is euphemistic terms that belongs to phonemic replacement type. Third category of euphemism type is Loan Words, non-English word also uses as a euphemism to shift the unpleasant word. It is found one sentence that is detected as loan words euphemism. '*s'il vous plait*' is French word that means please, this word is considered as a part of this category.

The last category is semantic innovation which Warren divides into seven sub categories. Those seven sub categories are particularization, implication, metaphor, metonym, reversal or irony, understatement or litotes, overstatement or hyperbole. Particularization works when a general term is used to be particularized within the context to make sense. Seven examples of 53 results in this sub category are shown in the data above such as, '*do*', '*junk*', '*the deceased*', '*cheating*', '*leaving*', '*lover*', and '*soil*'. Those words are general word whose context is particularized in order to make it sense in a tricky conversation.

The second sub category is implication, which presents numerous result of euphemism in *IZombie* TV Series. The findings of this sub category, mostly implies as euphemism of sexual intercourse. Word such as '*sleeping with*', '*intimate*', or '*laid*', are few examples of euphemism implication deals with sexual intercourse. The following category uses metaphor word as euphemism, thus why it called metaphor type. Four data are displayed in findings above and those data consist of word '*the good stuff*', '*orange*', '*womankind*', and '*fell for*'. A colorful

The fourth type is called ‘A general for specific’ type or Warren coins it as metonym type. There are 26 sentences that identified falls under this type, yet five data are presented in the findings above. An example ‘*these kind of women*’ in the Data 07/03/03 refers to offensive term for prostitute. Neither of reversal (irony) type nor overstatement (hyperbole) type is found in the analysis, although the researcher has found 5 sentences that falls under this category. ‘*Not particularly well-liked*’ and ‘*wasn’t a very popular man*’ are two data from the result which is identified as understatement type.

The second discussion about function of euphemism which has analyzed based on Burrige (2012) theory of euphemism function. Six categories of euphemism function are the protective euphemism, the underhand euphemism, the uplifting euphemism, the provocative euphemism, the cohesive euphemism, and the ludic euphemism. Result of each category has presented in findings above, as in the protective euphemism, the word '*the nasty*' is used as euphemism in order to shield or to protect the speaker face. The second function is underhand euphemism, where speaker uses the euphemism to mystify the listener. As in the data '*whole set up*' shows the intention of the speaker to disguise the topic and deceive listener.

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The data that is presented in findings above is a derived word from Latin ‘*post-mortem*’. This euphemism is used to show solidarity for patient and is used in medical world. The last is the ludic euphemism which is used to amuse or entertain the listener. ‘Willy-nilly’ is an example of this function as verbal play. The discussion of findings above has shown the euphemism is mostly used to disguise sexual topic and some topic deals with death and crime. It can be seen from each characters word chosen.

The next character to be analyzed deeper is Clive, as an African-American character, Clive frequently uses euphemism to avoid unpleasant word. As in Liv's findings, Clive's also shows implication type as the most used euphemism formation type. Clive tends to choose the word carefully and selectively, it can be proven from the findings where most of Clive's euphemism deals with sexual terms. Clive is used to substitute sexual activity topic or one's physical description. As a

The last character, Ravi, more comfortable chooses to deliver an unpleasant circumstance in a form of metaphor word. Regardless of British character, Ravi does not use euphemism as frequent as the other two characters. Ravi's euphemism is mostly found related about medical term, where as morgue attendant and a doctor, this character tends to deliver victim's death of cause or experimental subject' condition. Thus why, Ravi uses euphemism in a function of cohesive which is needed to show solidarity.

Based on finding above, the researcher tends to compare the present work with the previous researches. Julianto (2016) analyzed the formation of euphemism in a medical TV Shows uses Keith Allan types of euphemism (2012). The other researchers, Munfaati (2008) and Prayogi (2008), both uses theory from Allan and Burrdige(1991) types, style, and function of euphemism. The different thing is the object both of the researchers is used, Munfaati (2008) uses Magazine as object, while Prayogi (2008) uses political news article in a news online portal.

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The second character Clive has different results from 48 identified euphemism terms with percentage of 37,5% in implication, 21,4% in particularization, 19,6% in compounding, 8,9% in metaphor, 5,3% in metonym, and 1,7% in derivation, phonemic replacement, understatement and acronyms. None of onomatopoeia, rhyming slang, and loan words type is found as in Liv's result, but it is found a euphemism acronym type in Clive's result. The last character has 48 identified euphemism term. Ravi's result is presented as following data with percentage of 25% in metaphor, 22,9% in particularization, 14,5% in compounding and implication, 10,4% in metonym, 4,1% in phonemic replacement and understatement, and 2% in derivation and abbreviation. Ravi's result is similar with Clive's yet different in acronyms which Ravi's has abbreviation type.

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