

## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

The use of euphemism in social media such as Instagram is an issue for English learners. Having English as foreign language makes us work harder than those whose native language is English. Hence, some people deal with the expression that is roundabout and confusing in social media when learning English that we know as Euphemism.

What is euphemism? Pinker (2002:212) gave his idea of euphemism by saying that linguists were familiar with the euphemism treadmill and explained it as follows.

People invent new words for emotionally charged referents, but soon the euphemism becomes tainted by association, and a new word must be found, which soon acquires its own connotations, and so on. *Water closet* becomes *toilet* (originally a term for any kind of body care, as in *toilet kit* and *toilet water*), which becomes *bathroom*, which becomes *restroom*, which becomes *lavatory*. *Undertaker* changes to *mortician*, which changes to *funeral director*. *Garbage collection* turns into *sanitation*, which turns into *environmental services*. *Gym* (from *gymnasium*, originally “high school”) becomes *physical education*, which becomes (at Berkeley) *human biodynamics*.

Looking at the term **people of colour** on BBC News Instagram account will make us think about people whose skin tone is darker than the others, or let us call it **black**. Take another example of the use of **passed away** or **RIP (Rest In Peace)** that share the same meaning with **die** in explaining that someone is in mortal or forever go away from this world. That euphemism is common, most people already know it, but how about **developed** and **developing country**? People will look up at the dictionary about the meaning since both words contain develop word. Why don't use the totally different term like **rich** and **poor country**? These replacements take English learners a second or two to understand when learning English through social media like BBC News Instagram account.

English learner who exposes him/herself to English more often to social media tend to learn language through online way by following certain social media account like BBC News in Instagram since it is easy to access and they will also know what is currently happening around the world. It is joyful to learn English while watching video or figure served by BBC News Instagram account of current news. This desire to learn English from BBC News Instagram account is inevitable from problem found by English learners by the existence of words whose meanings make the readers a bit confused.

Several studies about euphemism were done by previous researcher like Grinová (2017) with the tittle of Euphemisms in English Everyday Discourse, Olimat (2018) Developing a Model for Translating Euphemism in the Qur'an: An Intratextual Contextual-based Approach, Setiawan (2018) Euphemisms in Cosmopolitan Magazine of United Kingdom and etc but there is a need for new researches in a larger scope of focus and this research hopefully will be one of those which can contribute to it.

This research is conducted with the help of the theory of Allan & Burrige (1991) for the type of euphemism and Burrige (2012) for the function of euphemism.

Realizing that the existence of euphemism in BBC News Instagram account could not be recognized well by English learners whose native and/or second language is not English, the researcher thinks that there should be a study about euphemism that will bring explanation and insight of such phenomenon so that the readers would get better understanding about euphemism they read in BBC News Instagram account. By this way, the brief introduction to euphemism can be used by beginner to intermediate English learners who have not been accustomed to euphemism. So, this research is necessary to conduct.

## **B. Problem Statement**

There are some arising questions which become the basic of this research. Those questions are:

1. What are the types of English euphemism found in BBC News Instagram account?
2. What are the functions of English euphemism found in BBC News Instagram account?

## **C. Objectives of the Study**

This research is conducted to find out these following purposes based on the problem statements mentioned before.

1. To examine the types of English euphemism found in BBC News Instagram account.
2. To describe the functions of English euphemism found in BBC News Instagram account.

## **D. Significance of the Study**

The researcher hopes that this research will give some benefits to other English learners, teachers, people who are interested in English especially in Euphemism study and those who need this generally.

### **1. Theoretical Benefit**

This research may bring more insights about the use of euphemism as the implementation of an aspect in Semantics subject.

### **2. Practical Benefit**

#### **a. Semantic Lecturer**

This research is aimed to resuscitate lecturers of English Education to put Euphemism in the Semantics subject to get students used to Euphemism usage in real life communication.

#### **b. Future researcher**

This research is complementary study about euphemism which can inspire other researcher to conduct further research with broader scope.