

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

As one of the media that provides information, television offers various choice of television programs. Various programs like news, education, entertainment, sports, and lifestyle are broadcast ted in television for the audience (Hassan, et al. 2015). Out of those various programs on television, talk show is a television program produced by almost every television channel to influence the viewers (Mamdani, Yasin and Siddiqui 2018). As an essential part of modern colloquial culture, talk show creates impact on society due to its social relevance (Koishigulova, et al. 2014).

Talk show is an audio-visual types of television broadcasting besides news, drama, sports commentary, and advertisements (Chin 2004), which has its own characteristics. The information carried in talk show has journalistic values which discuss a specific recent issue or phenomenon that is delivered in a casual conversation (Juniawati 2015). Experts and interviewees are ususally invited in a talk show to present the interchange between them, and the selection of topics oftenly guarantee confrontation and conflicting opinions between the participants (Ilie 2006). Furthermore, there are also some basic characteristics that can be found in every talk show, those are studio host as an intermediary, interview as the method to create the content, and television studio as the place to conduct the talk show (Bruun 2000).

There is a talk show program on Indonesian television station called *Q&A*. This talk show has been aired since November 2017 on Metro TV. *Q&A* is aired every Sunday at 19.05 WIB, but since March 9, 2020 *Q&A* is broadcasted every Monday at 22.05 WIB (*Q&A* MetroTV). This talk show discusses a topic with the panelists and the main guest where they sit across each other. The main guest is someone or several people who deals with the issue from the selected topic. While the panelists are the people that associated with the selected topic. *Q&A* presents different topic in each of their episode every week. The selected topic is usually a hot issue that is being discussed in the society. The diversity of topic in every episode means anyone can be invited to the show. Hence, as this talk show is broadcasted in a national television channel, it is important to mind the language when delivering arguments which is related to euphemism. Besides, *Q&A* also offers the audience opinions from the other point of views that is presented by the panelists. Therefore, the audience are able to judge an issue not only from one point of view. For example, in the episode of *Belaga Hollywood* which became trending after it was aired.

The episode titled *Belaga "Hollywood"* invites a lot of comments in every social media platform. This episode collected 4 millions of viewers in total after the videos were uploaded on *Q&A* official YouTube channel. The amount of views makes this episode outstanding than the previous episodes. Besides, the way the media and the public portray Livi Zheng before this episode of *Q&A* is different after this episode was aired in television. After this episode was aired, there are more negative responses than positive responses from the media, especially from

the public. This episode talks about international achievement from film makers in Indonesia. The interviewee or the main guest is Livi Zheng who claims that her movies entered an international film festival and were able to be one of Oscar nominations. This issue was reported by several media before. Therefore, *Q&A* invited Livi Zheng to clarify the statements she made in the media. The panelists in this episode are also people from the film industry. The use of euphemism might be needed in order to make the arguments less offensive and unpleasant to hear. On delivering questions and arguments, these panelists might offend the main guest to clarify the issues. As cited in Burrige (2012), euphemism fulfills the first two functions which are about obscuring and disguising disagreeable reality.

Daeng (2016) states that euphemism occurs when the literal meaning of a word is hidden or dropped to avoid unpleasant topic. In addition, Li and Lu (2014) argue that euphemism is an important form of language to avoid bold and direct words on achieving idealized communicative effects in the process of socializing. Expressions which give negative connotation for the speaker and the listener, as well as the other listener, can be replaced by using euphemism to avoid the possibility of disgracing others (Degaf 2016). Euphemism can also be understood as an offensive or unpleasant expression that is substituted (Merriam-Webster 2006). Thus, euphemism is needed since it can affect the communication and the interaction that are carried on by the involved parties.

Euphemism is classified into several types and functions. Allan (2012) proposed eleven types of euphemism which consist of remodelling; contraction; general-for-specific euphemism; part-for-whole euphemism; upgrades,

downgrades, deceptions, and obfuscations; substitution; appearance based metaphor; color based metaphor for x-phemism; sound based metaphors or onomatopoeia; smell, taste, and touch based x-phemism; verbal play. Moreover, there are six functions of euphemism which are categorized by Burridge (2012). These functions of euphemism are protective euphemism, underhand euphemism, uplifting euphemism, provocative euphemism, cohesive euphemism, and ludic euphemism.

Media and euphemism are two things that cannot be separated because the media is a powerful one-way system of communication for political issue or public controversy (Ryabova 2013). In the other words, the media is where all the information are delivered from a particular institute or party to be received by the audience or society. For example, television is one of the most common used media to gain information beside the internet (Burzynska, Binkowska-Bury and Januszewicz 2015). Therefore, the use of euphemism in television program, in this case talk show, is usually needed to replace terms about topic that is too taboo, too harsh, or too offensive so it can be heard by anyone.

It is important to review some previous study on exploring the use of euphemism that have been done before. A study conducted by Linfoot-Ham (2005) explored the formation of euphemisms in three novels, consist of *Emma* (1816) by Austen, *Lady Chatterly's Lover* (1928) by Lawrence, *Well Groomed* (1996) by Walker using diachronic approach. Astuti (2014) conducted a study to investigate types, styles, and functions of euphemisms used in *The Jakarta Post* newspaper. A study done by Ruiz (2015) discovered euphemism, dysphemism, and x-phemism

on the trilogy novels of *Fifty Shades of Grey* to observe the metaphorical or metonymical devices and the usage depend on sexes.

The media used on the studies above explore euphemism in the media that provide language in written form. None of those studies mentioned above, used the media that offer verbal language. Because of the number of the study, the writer intends to conduct the study to explore euphemism used in verbal language form. The writer chooses television show with natural setting, in this case a talk show as an object, where the euphemism might be occurred since it is needed. Furthermore, this study uses the most recent theory to identify the types and the functions of euphemism. The theory proposed by Allan's (2012) for types of euphemism and Burridge's (2012) for functions of euphemism are applied in this study.

This study explores the use of euphemism on a talk show from one of national television channel, that is Metro TV's program named *Q&A*. The episode titled *Belaga "Hollywood"* is analyzed on this study, as it blows up over the internet and has millions views on Youtube after the episode aired. Besides, some disagreements occurred as the conflict in this episode. These become the writer's intention to choose Metro TV's *Q&A: Belaga "Hollywood"* as the object of the study. The writer focuses to examine the euphemism used by three participants of the show only. They are, Joko Anwar, Maman Suherman, and John De Rantau as the panelists. These three panelists are chosen as euphemism can only be found in their utterances. Besides, they are the most dominant participants who delivered their arguments and questions. This study identifies the types of formation using

Allan's theory (2012) and the functions of euphemism using Burrige's theory (2012) that may occur during the show.

## **1.2 Statements of Problem**

Based on the description that has been explained above, the writer formulates the problem as follows:

1. What type of euphemism and function of euphemism used by the three panelists on Metro TV's talk show *Q&A* in the episode of *Belaga "Hollywood"*?
2. What type of euphemism and function of euphemism that are mostly used by the three panelists on Metro TV's *Q&A* in the episode *Belaga "Hollywood"*?

## **1.3 Objectives of the Study**

There are two objectives of the study that want to be achieved based on the statements of problem above, those are:

1. To identify the type of euphemism and the function of euphemism used by the three panelists on Metro TV's talk show *Q&A* in the episode of *Belaga "Hollywood"*.
2. To find out the type of euphemism and the function of euphemism that are mostly used by the three panelists on Metro TV's *Q&A* in the episode *Belaga "Hollywood"*.

## **1.4 Significance of the Study**

The significance of the study will provide both theoretically and practically contribution. Theoretically, this study is expected to give benefits for the researcher

and the readers. This study is also expected to contribute in the branch of pragmatics, specifically euphemism and its use on the media such as talk show, so it can be useful for students who will do euphemism research in the future. Besides, this study is expected to provide knowledge and information about the important roles of media and the choice of language use in media, in this case talk show. Practically, this study is expected to give advantages for common people to understand the real meaning of euphemism used on media, specifically talk show. Furthermore, this study may be useful for certain people who involve or work in media to be able to use the right euphemism on talk show.

### **1.5 Definition of Key Terms**

- a. Euphemism: Euphemism is a good or well-mannered speaking in particular context as it derives from a Greek word *eu* which means good or well, and a Greek word *pheme* which means speaking (Allan and Burridge, *Forbidden Words: Taboo and the Censoring of Language* 2006).
- b. Talk Show: A hybrid broadcast discourse which associates its patterns of communicative and social behavior with more than one discourse types, generally by overlapping the mediatized forms of talk, like interviews, debates, games, quiz, or sitcom (Ilie 2006).
- c. Panelist: A member of a group discussion (Merriam-Webster 2006).