EUPHEMISM IN CNN ONLINE NEWSPAPER

Javier Tuerah
English Education Department
Faculty of Language and Arts
Universitas Negeri Manado
Tondano, Indonesia

Abstract   : This research aims at identifying euphemisms as figurative language and explain their types and functions in CNN Online Newspaper. This research applied descriptive method. In the data gathering, this study applied purposive sampling technique. The subject of this research was nine news items published in CNN official site with time range of July 2021. Based on the findings, the most frequent type of euphemism used by the news writer was negative euphemisms with eleven data (55%) and the least type was positive euphemism with nine data (45%). This shows the commonness of figurative language use in social life especially in online media as public scope. From the entire news data, several news contain more than two and more euphemisms and the rest have less than two euphemisms. Since figurative language especially euphemism is effective for maintaining harmonious social relationship language users, the use of euphemistic expressions are highly recommended for any purpose as professionals especially lecturers and students as well as language users.

Keywords   : *Euphemism, CNN, sociolinguistics, news item, linguistics, qualitative.*

1. INTRODUCTION

Language plays diverse functions in human life since it has major and some other additional functions. One of them is maintaining social relationship among language users. According to Halliday & Matthiessen (2004: 19), language is conceptualized as text and as system, as sound, as writing and as wording, as structure as resource. Language then is directed to the most important function is to create and express meaning. Language is a resource of the construction of the meaning. With the help of lexical and grammatical structures it is possible to express different meanings.

Besides oral or spoken form, language is also used in written form. One of common written discourses is news item. News item are quite accessible in digital era and more preferable since internet widely spreads all over the world. It gives actual and updated information very rapidly unlike printed newspaper or magazines which can only be published daily or weekly. The use of language in media seems to be figurative. One of figurative expressions which contained in the news is euphemism since it plays function to soften expression so that the meaning delivered elegantly although the message is unpleasant. Euphemism, as put by Wardaugh (1986:) is seen as certain things that are not said. It does not mean people do not want to talk or write about it, but if they do, they will be in roundabout ways.

Euphemism is also used by news writer to rename certain unpleasant things to make it more acceptable. CNN in one of its story written:

> The image left by this series of missteps and misstatements is of a governor who is simply not up to the massive task of managing a huge state through the coronavirus crisis.(https://edition.cnn.com/2020/07/21/politics/ron-desantis-florida-coronavirus/index.html?iid=ob_lockedrail_topeditorial)

As marked in the piece of news above, it is clear that there are two terms that seem to be euphemistic. The word missteps and misstatements were chosen since those

words are seen better to rename the original words that potentially harm the readers due to the real meanings. It is morea ccepatble to use those words as alternatives rather than writing "bad management" and " irrelevant words" contextually according to the news.

CNN is one of reputable and accessible news item platforms that keeps updating information to global readers all over the world. It contains a lot of rubrics or pages related to many relevant life aspects. The existence of figurative language in online newspaper particularly CNN drives the writer to conduct a study on euphemism used in CNN Online Newspaper.

Sociolinguistics is one of linguistics' subfields. It focuses on social aspects of language. Language is not only linguistics itself as its primary root but various phenomena occur in society become important notions. Sociolinguists commonly criticize various facts found in real social life among language users as uniqueness.

Fishman (1972:9) states that sociolinguistics means the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of their speakers as these three constantly interact, change and change one another within a speech community. Sociolinguistics deals with investigating the relationship between language and society with the goal being a better understanding of the structure of language and how languages function in a communication (Wardhaugh, 2006:13). In line with the definitions above, Holmes contributes also (2013:1), he states that "Sociolinguistics is the study of the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning". This subfield is one of primary branches of linguistics elaborating the differences as well as similarities of language use in social environment.

As a cultured creature, when speaking in words it is necessary to choose words based on ethics, good manners, and good intentions. In connection with the language act, a certain method can be used by using the euphemism, which is a kind of reference in the form of subtle phrases to replace references that might be felt offensive, insulting, or inviting something unpleasant.

Euphemism is classified into two major types namely positive euphemism and negative euphemism (Rawson 1981: 1). Positive euphemisms are intended for making denotation or referents look more elegant and acceptable, while negative euphemisms lower negative values that are linked with negative phenomena such as, for example, sensitive issues, , poverty , crime, etc.

These are some examples of positive euphemism:

- domestic : a servant in the home

- working people: British industrial workers not self-employed or in management

- personal assistant: a secretary

- sanitary man: a cleaner of lavatories

- make an honest woman of: to marry a woman you have impregnated

- golden years: old age

- exclusive: expensive

- mature: old

These are some examples of negative euphemism:

- Drink problem : alcoholic addiction

- the falling sickness: epilepsy

- cardiac incident: a malfunction of the heart

- Third: world poor

The function of euphemism cannot be separated from the function of language expression, which is to express human feelings. Allan and Burridge (1991: 11) revealed that the functions of euphemism are as follows: 1) to avoid taboo (parts of body, specific body parts, sex, menstruation, illness, mental disorder and disability, something which is discarded or released by the body, death and art) 2) to reveal something considered frightening, such as war, disease, unseen things including God, things relating to the death, and animals. 3) to show respect and to avoid uncomfortable feelings of the interlocutors, especially the things related to religions, politics, God, human body, illness, physical or mental disability, or criminal action.

CNN is a large news site whose coverage internationally reached. CNN (Cable News Network) is an American news-based paid television channel owned by CNN Worldwide, a unit of Warner Media News & Sports division of AT&T WarnerMedia.CNN was founded in 1980 by American media owner Ted Turner as a 24-hour cable news channel. After being launched in 1980, CNN was the first television channel to provide 24-hour news coverage, and was the first all-news television channel in the United States.

While the news channel has many affiliates, CNN primarily broadcasts from 30 Hudson Yards in New York City, and studios in Washington, D.C. and Los Angeles. Its headquarters at the CNN Center in Atlanta - which suffered heavy damage in 2020 - are only used for weekend programming. CNN is sometimes referred to as CNN / U.S. (or Domestic CNN) to distinguish U.S. channels from its international sister network, CNN International.

This network is known for its dramatic live coverage of the news, some of which have drawn criticism as overly sensational, and for its efforts to be non-partisan, which has led to false accusations of balance.

In September 2018, CNN had 90.1 million television households as subscribers (97.7% of households with cable) in the United States. In 2019, CNN ranked third in viewers among cable news networks, behind rivals Fox News and MSNBC, averaging 972,000 viewers. CNN ranks 14th among all basic cable networks. Globally, CNN programming airs through CNN International, which can be seen by viewers in more than 212 countries and regions.

2. RESEARCH METODOLOGY

This study was conducted in qualitative research or also called descriptive research as stated by Bogdan and Biklen (1992:30):

> "Qualitative research is descriptive. The data will be collected in the form of words or pictures rather than numbers. The written results of the research contain quotations from the data to illustrate and substantiate the presentation."

It means that the data in this research does not deal with numbers, diagram, or formula but in form of words or quotation. This study is categorized as a library research since the data are in the work, books and other related document.

In this research, the data were collected from the news items found in CNN Online Newspaper, particularly the latest news items. The data were collected from official site of CNN. In addition, relevant sources were also used to support the primary data. In accordance with the statement above, the writer collected and identified the data of the research.

In collecting the data, the writer followed these steps below:

a. Accessing https://edition.cnn.com/ the official site of CNN

b. Reading comprehensively latest news from any rubric such as Market, US, Europe, Political, Global, etc.

c. Selecting news items that contain euphemistic expressions in form of sentences or clauses as well.

d. Separating euphemistic news from other news that contain no euphemism

e. Grouping the euphemisms taken from the news as research data

In analyzing the qualitative data of this research, according to Miles and Hubermen (2007: 139-140) the steps were used as follows:

1. Data Reduction

Data reduction is done by summarizing and separating main things relating to research problems, and then it is arranged systematically to describe and to make easy the data searching if sometime it is needed anymore. Not all the obtained data of the research are important. It means that the important information must be taken and unimportant information must be ignored. In process of data reduction, the researcher selected focuses and abstracted the data in the field note. The data reduction is done during research activities. In this case, the researcher reduced information during the research activities if data is unimportant or do not support the data researcher's needed.

2. Data Display

Data display is used to know the entire description of the result . After it has been conducted, the researcher is able to draw conclusion and verify it to be meaningful data it means describing data in the form of descriptive or narration. As the second component in analyzing data, this technique is used in arranging the information, description, or narration to draw conclusion. By presenting data, the researcher considered what the researcher should do. The researcher can analyze the other action based on categorization as conceptualized by Miles and Huberman ((2007: 139-140).

3. Conclusion and Verification

In this phase, conclusions were drawn throughout the course of study. The

researcher will accumulate and formulate her interpretation as she goes along. The researcher wrote up not only she saw each day but also her interpretation of those conclusions.

3. FINDINGS AND DISCUSSION

It was found that in eighteen data obtained, there are twenty euphemistic expressions as listed below:

1. Florida is not in good shape

2. The image left by this series of missteps and misstatements

3. After he became antagonistic during a meeting with probation officials but instead relied on a form that has been used in other high-profile cases

4. Last year, the Supreme Court cleared the way for Trump to use the funds

5. The request made Wednesday is part of an ongoing legal fight the demotion of Parscale is a shining example of that chasm

6. Biden is competitive with Trump in those places

7. His tone-deaf response to the nationwide protests sparked by the death of George Floyd in police custody in late May has amped up the tensions rather than quieted them.

8. Which, if you are looking for the silver-est possible lining in this dark cloud, might suggest that Trump is simply not bound by the traditional rules of politics.

9. Yet, it can sometimes seem that Ivanka Trump is living in an alternate universe

10. In March, as most Americans adapted to working from home, their lives turned upside down

11. Lanchin has requested the court grant him bail due to the severity of the conditions, but so far has been unsuccessful

12. In an interview with CNN, Lammy said he was "appalled" at the systemic use of prolonged solitary confinement for young people in prisons, where Black and other minority children are disproportionately represented.

13. It's pretty clear looking at the data that Texas is a swing state in the 2020 election.

14. In fact, the state seems, if anything, to move to the left in 2018, because Democrats are able to win in several major congressional races.

15. If you shift the Texas result by eight points, he should be down just a point to Trump.

16. The Justice Department supports longtime Trump friend Roger Stone going to prison on Tuesday, according to a new court filing.

17. The Justice Department told the DC Circuit Court of Appeals on Thursday that Stone, 67, hasn't given any legal reasons why he should be treated differently from other convicted felons or kept out of prison at this time.

18. Cooper has imposed a general 10-person limit on indoor gatherings, and he publicly told Republican officials that the convention would need to be scaled back because of safety concerns.

After listing the euphemistic data got from the news items, then those euphemisms were categorized based on their types theoretically. In addition, the original words were put to show the effect of using euphemism instead of putting the exact words.

Table 1. **Identification of Euphemism in CNN Online Newspaper**

NO	DATA	CATEGORY	ORIGINAL WORD
1	Florida is not **in good shape**	NEGATIVE	Bad
2	The image left by this series of **missteps and misstatements**	NEGATIVE	mismanagement and irrelevant words
3	After he became **antagonistic** during a meeting with probation officials	POSITIVE	Critical
4	but instead relied on a form that has been used in other **high-profile cases**	POSITIVE	extraordinary
5	Last year, the Supreme Court **cleared the way** for Trump to use the funds	POSITIVE	fully allow
6	**The request** made Wednesday is part of an ongoing **legal fight**	POSITIVE	competition
7	The demotion of Parscale is a **shining example** of that chasm	POSITIVE	good idea
8	Biden is **competitive** with Trump in those places	POSITIVE	Contrary
9	His tone-deaf response to the nationwide protests sparked by the death of George Floyd in police custody in late May **has amped up the tensions**	NEGATIVE	being emotional

	rather than quieted them.				*people in prisons, where Black and other minority children are **disproportionately represented**.*		
10	*Which, if you are looking for the silver-est possible lining in this **dark cloud**, might suggest that Trump is simply not bound by the traditional rules of politics.*	NEGATIVE	difficult time	15	*It's pretty clear looking at the data that Texas is a **swing state** in the 2020 election.*	NEGATIVE	Powerless
11	*Yet, it can sometimes seem that Ivanka Trump is living in an **alternate universe***	NEGATIVE	Fake	16	*In fact, the state seems, if anything, **to move to the left** in 2018, because Democrats are able to win in several major congressional races.*	POSITIVE	Throwback
12	*In March, as most Americans adapted to working from home, their lives **turned upside down***	POSITIVE	Dynamic	17	*If you **shift** the Texas result by eight points, he should be down just a point to Trump.*	NEGATIVE	Remove
13	*Lanchin has requested the court grant him bail due to the severity of the conditions, but so far has been **unsuccessful***	NEGATIVE	Failed	18	*The Justice Department supports longtime Trump friend* <u>*Roger Stone*</u> ***going to prison** on Tuesday, according to a new court filing.*	NEGATIVE	being sentenced
14	*In an interview with CNN, Lammy said he was "appalled" at the systemic use of prolonged solitary confinement for young*	NEGATIVE	unfair	19	*The Justice Department told the DC Circuit Court of Appeals on Thursday*	NEGATIVE	Inequal

	that Stone, 67, hasn't given any legal reasons why he should be **treated differently** from other convicted felons or kept out of prison at this time.		
20	Cooper has imposed a general 10-person limit on indoor gatherings, and he publicly told Republican officials that the convention would need to be **scaled back** because of safety concerns.	POSITIVE	being postponed

As calculated, there are eleven negative euphemisms and nine positive euphemisms found in CNN Online newspaper. It proves that negative euphemisms are the most frequent type of euphemism used by the news writer to deliver messages related to taboo, sensitive issue, political topics and other unpleasant things. Positive euphemisms are used to avoid loss of face and to remain publishing news with politeness.

The researcher then presents the percentage of euphemisms as used in CNN Online Newspaper in the chart below:

EUPHEMISM USE IN *CNN* ONLINE NEWSPAPER
- Positive (45%)
- Negative (55%)

4. CONCLUSION

It is concluded that:

1) News item especially online news contains figurative language which is euphemism to soften expression without disappearing the real meaning. Some certain facts and statements published need to be renamed so that there will be no harm in readers' minds and the news are written and delivered in more acceptable ways. It shows also that figurative language especially euphemism is effective in maintaining social relationship among language users.

2) Latest news item contained in CNN Online Media used euphemistic expression with eleven negative euphemisms (55%) and nine positive euphemisms (45%) from the total of 20 euphemisms obtained. Mostly political issues contain euphemistic expression. This is reasonable since it is quite sensitive in society, so that there will be no certain parties offended.

Suggestion

The researcher gives some suggestions dealing with language use, as follow:

1. The lecturer

a. The lecturer should give more concern to be more euphemistic in expressing teaching instructions and generally interacting with students

b. The lecturer needs to rename expressions to motivate students instead of judging students low achievement in direct way

2. The university

a. To use figurative language as more acceptable in communication among officials to maintain harmony in professional relationship

b. To keep politeness when using language and telling criticisms in more acceptable ways

3. The students

a. Students should be aware that linguistic research is worth to conduct

b. The students should be wiser in using language socially

c. The students need to master language in society not only in classroom considering meaning delivery is quite important

4. The researcher

The researcher himself is aware that this research is quite far from perfection, therefore the researcher do hopes suggestions and critical inputs. It is expected this study has usefulness in contributing particularly to linguistic field.

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