EUPHEMISTIC EXPRESSIONS OF THE LATE PRINCESS LADY DIANA MARRIAGE LIFE ON THE ONLINE NEWSPAPER

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ABSTRACT

Euphemism is a more polite expression to substitute the rude expression which assume as the harsh or offensive words. This expression is often used in communication both spoken or written such as, the word 'die' is changed into 'pass away'. The euphemistic expressions are also found on both printed or online media as newspaper. A newspaper has the power of influencing the reader's mind in delivering many kinds of news or events in daily life. In this developing communication era, the preference and the use of the proper words in a newspaper is a must. The journalist is demanded to be able to deliver the news by using the polite and formal words instead of the offensive words. This research aimed to describe the use of euphemistic expressions on the online newspaper namely Express which was about the marriage life of the Late Princes lady Diana and The Prince Charles from United Kingdom. This was a descriptive research and Warren's theory as cited in (Beizaee & Mirza, 2016) was used to analyze the use of euphemistic expressions based on semantic innovation and formal innovation found in some articles on Expressonline newspaper. The data is in the form of words and phrases and in analyzing the data, the researcher used the pragmatic referential method which interpret the meaning of euphemistic expressions based on the context. The results of this research are the types of semantic innovation used included particularization, implication and metaphor, meanwhile for the formal innovation included foreign words, derivation. The most dominant for semantic and formal innovation are implication and derivation. The researcher conclude that from the results, it can be said that the express online newspaper has done the good effort to deliver the news about the phenomenal marriage life of the late Princess Lady Diana and The Prince Charles by using euphemistic expressions so far.

Keywords: euphemism, marriage life, Express newspaper.

1. INTRODUCTION

A language has a central role in human life, that is as a media of communication which has an important role to convey a message from a speaker to a hearer or from a writer to a reader. There are four level of

communications, those are personal communication, group communication, organization communication and mass communication. Nowadays, there are variant mass media; printed media such as newspaper, tabloid and magazine and electronic media such as radio, television and internet. The mass media has been an informative means for the society to access information from all parts of the world.

One of more popular mass media in society is a newspaper because it does not only have a power of using language in delivering information, entertainment and opinion skillfully but it is also helpful as a means of language development. Along the era development, the rules of delivering information on a newspaper are changed. The use of formal language and particular terms to substitute the harsh words is a must. The term which is used to substitute the harsh words called euphemism. The use of euphemisms expressions in a newspaper are able to assist the readers to reduce the perception of the harsh or taboo words. According to Allan and Burridge, (Burridge, 2006) the definition of euphemism is as follows:

"A euphemism is used as an alternative to a dispreferred expression,

> in order to avoid possible loss of face: either one's own face, or though giving offense, that of the audience, or of some third party. (Allan and Burridge,1991: 11)"

From the definition, the researcher assumes that the use of euphemism by the speaker or writer is able to prevent hurting the hearer's feeling.

The use of euphemistic expressions is often uttered or written in the daily activities. Indonesian people prefer to use the word putri 'princess' instead of tikus 'mouse' in order to prevent the animal sneaking and stealing their food. Another situation, when the adventurers are in a forest, they are forbidden to express the word harimau 'tiger'. They must substitute the word with nenek., 'grandma'. These are such a kind of respect feeling to the animals. In different situation, a worker is in a formal meeting, wants to take a pee. He asks for a permission to his boss by saying "Excuse me, may I go to the rest room, please?". He prefers using the word 'rest room' to 'toilet' because he is in the formal situation and asks permission to his boss not to his friend. The change of the words or phrases in the utterance shows the respectful manner from the speaker to the hearer. This indirectly is related to the politeness as stated in the Oxford Companion to the English Language as cited in (Samoškaitė, 2011) that a euphemism is a word or phrase used as polite substitution for another, which changes too vulgar, too painful or offensive to religious susceptibilities words. However, Harold argued as cited in (Radulovic, 2012) that when people talk about taboo or sensitive subjects, it will be wiser to use Euphemistic expressions. According to Harold' point of view, euphemistic language is a language of evasion, of hypocrisy, of prudery and of deceit.

The euphemistic expressions are not only expressed orally but it is also used in written expressions as the examples in a novel, magazine, tabloid, advertisement and newspaper. On one

of online newspapers, namely www.express.com.uk, the researcher found many euphemistic expressions in some articles. The most interesting article is about the late Princess of Lady Diana. She was the wife of the Prince Charles who heirs to the throne of United Kingdom. The Princess has been one of the most influence woman in the world. She was not only famous of her beauty but also her kindness to other people. Unfortunately, her marriage life was not as happy as her glamorous wedding party and her life ended in a tragic car accident in French.

Based on the previous explanation, the purposes of this research are to describe the semantic and formal innovations of euphemistic expression used on the online Express newspaper about the marriage life of the Princess Lady Diana. It is expected that the research can enrich the study of sociolinguistics especially about euphemisms

2. Literature Review

Mc.Arthur stated as cited in Rabab'ah (Rabab & Al-qarni, 2012) that etymologically, the English word 'euphemism' is from Greek, euphemismos which had the derivational process. It was formed by the prefix eu meaning 'good' or 'well' and the root phemi meaning 'speaking'. From the derivational process, the whole word means 'speaking well'. The euphemisms was created in order to avoid the taboo words which was considered impolite and embarrassing. It was important because people need to speak indirectly and politely in society.

There are some definitions of euphemisms. Based on the Oxford

English Dictionary as cited in Li-na (Li-na, 2015) defined that euphemism is a mild or indirect word or expression substituted for one considered to be too harsh or blunt when referring to something unpleasant. Wardaugh (Wardaugh, 2006) explained that the death, lying, or criminality are unpleasantness subjects which is neutralized by euphemism expressions. Meanwhile Allan and Burridge as cited in Casas (Casas, 2009) considered that in order to prevent possible loss of face, not only one's face but also giving offence to someone else or some third party, the euphemisms is useful alteration to dispreferred expressions which is related to the society norms and politeness strategies used by its members. The additional explanation from Allan about politeness (K. Allan, 2009) that social interaction is based on keeping in saving face which is related to the politeness and tied to context, place and time. The politeness is refer to inoffensive and at best pleasing to a group of people. Beizaree (Beizaee & Mirza, 2016) emphasized that mainly, the use of euphemisms is to hide unpleasant things as death, the reality of too shocking crimes, everything about sex, body parts and movements, dirty things and to improve lowly sounding occupational titles and institutional names. Allan and Burridge (K. and K. B. Allan, 2006) explained more about euphemisms that euphemism is typically more colloquial and figurative (or indirect) than the corresponding orthophemism.

In this research, the researcher used Warren model of euphemism which describe how the euphemistic expressions are constructed. Warren (Warren, 2017) stated that a

euphemistic expression has a new contextual meaning of a word which will not be committed to memory as a matter of course. It is suggested that people do not only contextualize dictionary meanings but that they also decontextualize contextual meanings. It provides the relevant literature on the subject and the difference(s) of the manuscript from other papers so that it is an innovative one or presenting novelty. It must be appropriate and adequate.

Warren divided some innovations for euphemisms based on The Warren Model of Euphemism. Those are formal innovation and semantic innovation, the followings are parts of them;

1.Formal innovations of Euphehemism, are divided into:

a) Word formation which can be parted by :

(i) Compounding as 'comfort station',

(ii) Derivation; 'bloody',

(iii) Acronym ; 'SAPFU' of Surpassing All Previous Fuck-Ups military blunder.

b) Phonemic modification which can be parted by;

(i) Back slang as 'epar' for 'rape'

(ii) Ryming slanga as 'elephant and castle' for 'arsehole'

(iii) Phoneme replace as 'divil,divel' for 'devil'

(iv) Abbreviation

c) Loan words which can be parted by

(i) Spanish, 'calabozo', become 'calaboose' 'jail'

(ii) French 'lingerie'

(iii) Latin cannabis sativa become sativa 'marijuana'

2.Semantic Innovation of euphemism can be divided into some categories as follows;

a. Particularization; The new contextual referent is a member of a set which is a sub category of the conventional category of referents of the word in question, as yellow card 'warning card in soccer'. In other words, the contextual referent is named by its correct name. A yellow card is a card which is yellow. However, it is not any yellow card, since yellowness is not its only defining feature. A more salient feature would be its function, that is being used by a referee to warn football players that they have violated a rule. This functional feature need not be explicitly stated. It is sufficient that the expression yellow card enables the interpreter to retrieve the intended referent.

b. Implication; The contextual and the conventional referent(s) are invariably or frequently concomitant, which causes a more or less probable antecedent-consequent relationship between them, ie if X (old referent), then (probably) also Y (new referent) as hang up 'end a telephone conversation', go to the toilet 'urinate and/or defecate', sleep with somebody 'have sexual intercourse with somebody'.

c. Metonymy; There is a co-occurrence relationship between contextual and conventional referents as body 'type of leotard', ie that which (new referent) goes round (relation) the body (conventional referent), ecstasy 'amphetamine', ie that which (new referent) causes (relation) ecstasy (conventional referent), skirt 'woman", ie that which (new

referent) has (relation) a skirt (conventional referent). Metonymy has differences between these two types of meaning extension, as will become evident.

d. Metaphor; Some property of the conventional referent is also a property of the contextual referent as mole 'secret agent' (both moles and secret agents work under cover), mousse 'hair cosmetic' (both the dessert and the cosmetic have foamy consistencies), egg 'head' (both heads and eggs have oval shapes).

e. Reversal; The conventional meaning of a word fits our favoured contextual
Referent as huge means contextually'unusually small', early 'late'.

f. Understatement (alias litotes); The conventional meaning of a word fits our favoured contextual referent provided the degree to which some feature of meaning applies is boosted as drug habit 'drug addiction' , plump 'fat'

g. Overstatement (alias hyperbole); The conventional meaning of a word fits our favored contextual referent provided the degree to which some feature of meaning applies is attenuated. Consider for example: very, which used to have the stronger emphatic sense of 'in truth' (cf. verily).

There are some researches about euphemism. The first, Crespo (Crespo and Fernandez, 2014) purpose was to gain an insight into the way euphemism is used by politicians from Norfolk and Suffolk both at word and sentence level using a sample of the regional newspaper Eastern Daily Press, published in Norwich (UK). The research relied on the frameworks of critical-political discourse analysis (Van Dijk 1993, 1997; Wilson 2001), pragmatic theory, particularly politeness and face work (Brown and Levinson 1987), and Cognitive Metaphor Theory (Lakoff 1993). The results of the research are the euphemism plays an important role in the "self-promotion" of regional politicians, who used euphemism mostly by understatement, litotes and under specification. There are some purposes, namely sensitivity to audience concerns, avoidance of expressions that can be perceived to marginalize socially disadvantaged groups, polite criticism and mitigation even concealment of unsettling topics.

The second, (Ji, 2016) described the ways of applying euphemisms on the levels of lexicon, tense, voice and syntax in which contribute a lot to communication through commercial correspondences. Commercial correspondence is a special part of intercultural communication, which has proved to have profound connotation, enhance the international business negotiations and better serve the international trade. In order to be of great help in the wide range of business written discourses, politeness is the most important thing to apply in every business letter. Failures of politeness often happen and exist as an obstacle for the rapid development of international trade. Euphemism is a big part of politeness principle and is used extensively in commercial correspondences. The use of euphemism can help to express views and put forward requests or

suggestions in a polite, implicit, skillful and appropriate way so as to create a good business environment, to achieve the purpose of both sides. Therefore, the importance of euphemism can not be ignored in foreign trade activities. The result of the research are politeness can be achieved with the forms of euphemism in commercial correspondence in the level of lexicon and grammar. In the level of lexicon, there are affective words, vagueness, and weakened negative words. In the level of grammar, there are passive voice, conditional clause, past tense, and interrogative sentence.

The third, Bezaree (Beizaee & Mirza, 2016) did a research in order to see how Warren's (1992) semantic categories of euphemisms treated in the process of translation from SL to the TL. Meanwhile, the assessment of the translation of euphemistic expressions was carried out by focusing on Newmark's (1981) approaches to translation. By focusing on the translation of English euphemistic figurative devices, and drawing on data from a famous English novel, Jane Austen's Emma, the researcher considered in detail the translation of euphemistic metaphors, metonymies, overstatements, understatements as well as reversals (antonyms) in the Persian translations of Emma. The results showed that Persian counterparts are not necessarily metonymical and metaphorical and are not necessarily euphemistic. The translations may nonetheless be highly communicative when certain strategies are applied. It was also found that the translator has freedom to translate formally and keep the same force as in the overstatement, understatement

and reversal, and in the same vein, the translator has the freedom to translate non-euphemistically.

Next research was Halmari (Halmari, 2011) who investigated the proposal for 'people first' language: pre modified nouns (disabled people) were to be replaced by post modified nouns (people with disabilities). This usage was widely adopted in the fields of education and psychology. This article examines the distribution of both patterns in the electronic archives of the Houston Chronicle from 2002 to 2007, well after the suggestion for post modification euphemism was launched, to investigate how widely the pattern has been adopted in everyday language use. The data from the Houston Chronicle are compared to the usage patterns in Google News (http://news.google.com/). Contrary to the usage in contemporary educational and psychological literature, the Houston Chronicle seems to favor the 'non-PC' usage: over 70% of the phrases resort to pre modification. The distribution of 'non-PC' vs. 'PC' phrases, however, is not random: pre modification refers to 'undesirable' societal elements (e.g., prisoners) or, for instance, to fictional characters in movie descriptions; by contrast, post modification is reserved for children or non-criminal adults. The juxtaposition of these patterns in contemporary newspaper articles, and their deliberate separation in terms of the semantics of the referent (pre modification for 'undesirable' or fictional referents; post modification for 'vulnerable' referents) is likely to block the broader adoption of the 'PC' syntactic pattern and will ultimately fuel a desire for further euphemisms dependent on lexical

innovations. The same patterns appear in Google News; however, lexically 'non-PC' usage, together with metalinguistic discussions of how to refer to the target group are much more prevalent in Google News than in the Houston Chronicle.

The comparison study about euphemism between Arabic and English was carried by Rabab (Rabab & Al-qarni, 2012). The researcher investigated euphemism strategies used in Saudi Arabic and English. It shows that there are some similarities and differences, which can be attributed to cultural and religious beliefs and values. The strategies of euphemism found in the Saudi responses are 'part-for-whole', 'overstatement', 'understatement', 'deletion', 'metaphor', 'general-for-specific', and 'learned words and jargons'. The British participants employed 'understatement', 'deletion', 'learned words and jargons', 'metaphors', and 'general-for-specific'. This indicates that Saudi Arabic seems to have more ways of expressing euphemisms. The study also reveals that there is no relationship between euphemism strategy choice and gender. Another significant finding is that the Saudis and the British resort to taboos, when handling death and lying, but hardly ever for bodily functions. Euphemistic language, like language in general, is influenced by its users' cultural and religious beliefs, life-styles, and norms. The study suggests that increasing second/foreign language learners' awareness of euphemism is essential for intercultural communication.

3. RESEARCH METHOD

This is a kind of qualitative research in which meaning is socially constructed. It focuses on participants how participants experience and interact with a phenomenon at a given point in time and in a particular context, and the multiple meanings it has for them. The participants in this research are among the journalist, the late Princess Lady Diana and her husband The Prince Charles and the readers of the online Express newspaper.

At the beginning, the researcher observed the ways of the journalists used their language on the online express newspaper about the marriage life of The Late princess lady Diana. After the researcher observed the phenomena, there were some problems found. Then the problems were developed into some questions. After that, the researcher decided the related theory for all the questions. To have a good comprehension about the problems, the researcher read some related literature to have a good comprehension. Next, to get the trusted data, the method of research was designed, that was collecting data, analyzing data and presenting data.

Population of this research is all euphemistic expressions that are stated on the the online express newspaper about the marriage life of The Late Prince Lady Diana with her husband The Princes Charles. In this research, the data were taken about 25 data randomly. The researcher used the purposive sampling which is purposed to take the data based on the research need. Therefore, the data only related to any kinds of expressions which refer to euphemisms. The data were taken by using non-participatory technique

because the researcher did not get involve in conversation. To analyse the data, the researcher used pragmatics identity method because the research was a part of pragmatics. The data, in this case, the euphemistic expressions were interpreted based on the context.

4. RESULT AND DISCUSSION

The researcher used the euphemism theory from Warren (2017) to analyse the formal and semantics innovation of euphemistic expressions in Express online newspaper, which was about the late Princess Diana's marriage. There are 5 (five) articles as the data sources for the euphemism expressions, those are:

I. Princess Diana shock : How Prince Philip told to Charles 'Just Get on With It' With

Diana".

II. Princess Diana Revealed The 5 hurtful words Charles Said that Broke Her Marriage.

III. Princess Diana said: I want to 'normal' former royal bodyguard reveals Diana's true wish.

IV. Prince Diana: How Camilla made sure Diana and Charles honeymoon destroyed.

V. Princess Diana: Moment Prince Charles Rolls eyes at Diana night before their

Wedding.

4.1 Sub Bab 1

The researcher analyzed those articles one by one as follows;

Datum 1 : The 3rd line
Expression : Prince Charles and Diana were swept into the whirlwind married,tying

the knot after 12 dates.

Prince Charles got a letter from his father Prince Philip in order to marry Diana or any other woman as soon as possible. At the time Prince Charles had already done 12 dates with Diana and it seemed that it was a very short time to decide to be married with Diana or any other woman. The journalist used the phrases swept into the whirlwind married instead of using the phrase unplanned married which has similar meaning but negative sense for both of them, to describe that someone else had forced them to decide a sudden decision to get married with immediately. It can be inferred that both of them had not known each other yet but they had to do the instruction from Prince Philip to get married soon or not at all.

According to Cambridge Advanced Learner Dictionary, the meaning of swept into is to remove something.from a surface by using a brush or hands, and whirlwind as a noun is a tall column air which moves across the surface of the land or sea. Meanwhile the meaning of the word is changed when it is an adjective, that is describe an event that happens very fast, and often unexpectedly.

From the meaning and the context written in the newspaper, the researcher concluded that the semantic innovation for this euphemisms expression is particularization. Based on Warren Euphemisms theory, particularization is the new contextual referent is a member of a set which is a subcategory of the conventional category of referents of the word in question. In this case the new contextual referent is whirlwind as a function as an adjective, meanwhile the conventional referent is whirlwind as a

function as a noun. Both the meaning has related meaning for the real situation in the late Princess Diana marriage life which had so many problems. The types of formal innovation in this expression is the word formation in the form of compounding that is whirlwind and marriage.

Datum 12   :   The 4th line
Expression   :   She wished to get away from the spotlight

Based on the Oxford Advanced Leaner Dictionary, the word spotlight means 'attention' from public such as television camera, newspaper and so on. The use of the word spotlight is to avoid the offensive words of the media'.   From the context,   the Princess'   statement has   implicit meaning that the media made her uncomfortable.

The researcher concluded that the semantic   innovation for the expression is implication, because of the words are frequently concomitant which causes a more or less probable antecedent-consequent   relationship between them which the expression 'attention from is the old referent and the expression   spotlight is the new referent. Based on the Warren theory, one of the way of constructing the euphemisms   is   compounding.   The word spotlight   is categorized as euphemisms from compounding which is from the word 'spot' and 'light' , both of them are nouns.

Datum 13   : The 18th line
Expression   :   How being part of Royal Family   was like "a piece of theatre' and that

Diana was obliged to put up a 'performance' for the press.

In   the   Oxford   Advanced   Leaner Dictionary, the word theatre means a building or an area where plays and similar types   of entertainment are performed. The use of the
the expression above   is to avoid the offensive words   instead of saying 'unreal life. From the text, the Princess' statement has implicit meaning that she had to pretend for every actions did   in order to follow the Royal family's rules, just like an actress performed a play on the stage.

The   researcher conclude that the semantic   innovation for the expression is implication. use both of the words are frequently concomitant which causes a more or less probable ecedent-consequent   relationship between them which the expression 'unreal life' is the old referent and the expression   a piece of theatre is the new referent.   Based on the theory of Warren, one of the way of constructing the euphemisms   is   from foreign words.   The   word 'theatre'   is categorized   as euphemisms   from foreign words that is Latin theatrum.

4.2 Sub Bab 2

The analysis showed that from 5 (five) articles and 16 data about the Marriage Life of the Late Princess Diana on the Express online newspaper contain euphemisms expressions. The analysis revealed that the euphemisms expressions used on the newspaper consistof formal   innovation   and semantic innovation. The semantic innovations used are particularization (datum   1),   implication   (data; 2,3,4,5,6,7,10,11,12,13,14,15,16)   and metaphor (data 8 and 9). Meanwhile, the formal   innovations used are

compounding (data; 1,5,6,8,9,10,12,16), foreign words (data; 2,3,7,13) and derivation (data: 4,11,14,15). From this finding, it can be seen, that implication and compounding are the most used for semantic innovation and formal innovation. There are totally 13 (thirteen) data for implication and 8 (eight) data for compounding .

5. CONCLUSION

The results of the research have shown the usage of the euphemism expressions as follows; the semantic innovations used are particularization (datum 1), implication (data ; 2,3,4,5,6,7,10,11,12,13,14,15,16) and metaphor (data 8 and 9). Meanwhile, the formal innovations used are compounding (data; l,5,6,8,9,10,12,16), foreign words (data; 2,3,7,13) and derivation (data: 4,11,14,15). From this finding, it can be seen, that implication and compounding are the most used for semantic innovation and formal innovation. There are totally 12 (twelve) data for implication and 7 (seven) data for compounding. The researcher conclude that the journalist of Express online newspaper had done the best effort to use the euphemisms expressions in order to avoid the offensive words specially for the Royal Family in delivering information about the marriage life of the Late Princess Lady Diana and her husband The Prince Charles.

The researcher recommend that similar study can be done in other languages because every language has its own euphemisms expressions. This is also because conceptualizations of various ideas are culture based and in most cases depend on what different people experiences around them. It is also necessary to carry out the same study using other theories for Euphemisms.

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