

CHAPTER II

THEORY AND METHOD

1.1 Theoretical Framework

Dysphemism

Dysphemism is a term derived from Greek terminology; dys means “non” or “miss” and pHEME means “speech” or “reputations”. Dysphemism is a harsh speech used by both the speaker and the partner of speech (Allan & Burrige, 1991). Dysphemism arises as a result of fear, dislike, hatred, contempt, and closeness of relationship. Dysphemism may be in a form of condemnation, label, or insult that can attack emotionally.

Type of Dysphemism

According to Rawson's theory (1989), dysphemism is classified into three types:

- 1) Profanity, refers to the type of dysphemism that involves the invocation of God or religion (Rawson, 1989:5). Notable examples of profanity include words such as "Christ!", "Hell", "Damn", and the phrase "Go to hell!".
- 2) Obscenity, refers to the type of dysphemism that uses vulgar language, particularly pornography that involves explicit representation of the human body and scatological references (Rawson, 1989:5). For example, "shit", "crap" and sexual references such as "fuck", "fucker", "fucking".
- 3) Insult, is a derogatory comment aimed at a person's ethnicity, nationality, religion, sexual orientation, political beliefs, mental disabilities, or physical

characteristics (Rawson, 1989:5). The use of dysphemism in insults can be categorized into five types, as follows:

a. Animal (Epithets)

Animal insults are used to degrade or belittle someone by comparing them to animals (Rawson, 1989:13). These types of insults are commonly known as epithets. For instance, if someone is scared and reluctant to do something, they might be called a "chicken." This term implies that the person is acting like a chicken, which is easily frightened and runs away from any danger. Essentially, animal insults degrade the person's humanity, treating them as if they were just an animal.

b. Anatomy (Synecdoche)

The dysphemism type known as "anatomy" involves using rude or disrespectful words to refer to specific body parts or functions, especially sensitive areas (Rawson, 1989:13). This type of insult is known as synecdoche. Usually, a particular body part, whether male or female, is used to insult someone. For example, when someone says "You stupid prick!", they are using the word "prick" to insult a man (using "prick" as an insult for men is considered offensive because it is slang for the penis, which is seen as a private and sensitive body part), and adding "stupid" to make the insult stronger.

c. Food

Food-related names are commonly used to express implicit meanings (Rawson, 1989:13). For example, the term "Oreo" is used as a derogatory

term for a black person who is perceived as trying to act white, meaning they may adopt attitudes or behaviours that are traditionally associated with white people. The term is derived from the Oreo cookie, which is black on the outside and white on the inside. In some contexts, "cookie," "sugar," "cutie pie," and "tomato" (Rawson, 1989:13) may be used as terms of endearment for women, suggesting they are sweet and desirable. However, in other contexts, they may be used to objectify or sexualize women, reducing them to mere objects to be consumed or admired for their physical appearance.

d. Nicknames and names

Using specific names to address a person or a group is a common practice that can have negative meanings and make fun of the person (Rawson, 1989:14). This usually happens when the person's actual name is unknown or considered unimportant. For instance, the name "Karen" has been used as a derogatory term to describe a woman who acts entitled or demanding, based on a common stereotype. In popular culture, it has been used as a punchline in jokes, such as the character Karen in the film *Mean Girls* (Savage, 2020).

e. Occupations

This is about using disrespectful or impolite words to refer to a person's profession or occupation (Rawson, 1989:14). For instance, calling a nurse a "bedpan cleaner" suggests that their main job is only to clean bedpans, not to provide medical care to patients. This term probably

comes from the fact that cleaning bedpans is one of the many tasks nurses have, especially in hospitals. Another example is calling a lawyer an "ambulance chaser," which means a lawyer who looks for clients at accident scenes or in hospitals.

Functions of Dysphemism

According to Allan and Burridge (2006), dysphemism can be utilized in various situations to fulfil specific functions as outlined below:

1) To intensify or highlight something or some condition

Dysphemism for intensifying something or some condition is used to create strong and impactful expressions that catch attention and reinforce the significance of intensive emotion, negativity, exaggeration, urgency, emphasis, and frustration. For example, when someone wants to express the magnitude or severity of something with intensive emotion so they emphasize the sentence using "fucking" or "damn", "I'm freaking furious" or "This is a damn disaster" (Hirsch, 2012).

2) To depict and portray bad thing or condition

This function of dysphemism involves expressing negative aspects, disapproval, or condemnation of various situations, behaviours, or qualities. It is used to directly convey and describe something in a negative light, often to highlight its unpleasant or objectionable quality. For example, when referring to poorly organized events as "a complete shitshow" to express dissatisfaction of its chaotic and disorganized condition (Hirsch, 2012).

3) To demean others

Dysphemism can be employed as a tool to humiliate others by choosing words or phrases that are intentionally disrespectful, vulgar, or offensive. The goal is to demean or belittle someone, often in front of others, and to undermine their self-esteem or reputation. For example, using dysphemistic terms to humiliate someone's intelligence or shame someone's body such as, "stupid", "idiot", "ugly", or "fatso".

4) To show frustration or anger

This function is used by someone who is angry to express strong feelings of frustration, annoyance, or rage towards a person, object, or situation through offensive or derogatory terms. For example, someone's device is broken when they really need it, so they convey their anger by saying, "What a piece of crap!" (Irawan, 2019)

5) To express astonishment or amazement

The function of dysphemism to show astonishment or amazement is to express a strong sense of surprise, shock, or disbelief towards something, often through the use of exaggerated or extreme terms. For example, when someone witnesses something unexpected, they express astonishment and disbelief by saying "Holy crap!" (Gorcevic, 2022).

6) To demonstrate a strong bond in friendship

Dysphemism in showing closeness in friendship creates intimacy and informality to strengthen the bond among friends. For example, a group of girls calling each other "bitch" in a playful way to highlight the bond (Firdaus, 2018).

7) To portray the collective identity of a group

This function is used to create a distinct group identity by using derogatory or offensive terms to describe those outside the group or opposing views. For example, a group of sports fans referring to fans of rival teams as "cheaters" or "losers," emphasizing their own loyalty and superiority within their group (Christian & Gunawan, 2014)

The functions mentioned by Allan and Burrige (2006) will be applied to classify the functions of dysphemistic expressions in this study.

2.2. RESEARCH METHOD

2.2.1 Type of Research

The research uses qualitative method to aim at detailed elements of the object (Creswell, 2007). The data in the form of dialogues by the youth main characters in “Euphoria” television series season 1 will be analysed by the function classification by Allan & Burrige (2006) and the type of dysphemism classification by Rawson (1989).

Data and Data Source

The data in this research are dialogue of the main characters in "Euphoria" television series season 1 that contain dysphemism. The data for this research are dysphemism utterances obtained from "Euphoria" television series season 1, specifically from episodes 1 to 8. Transcriptions of the episodes were also used as a tool for collecting the data and they were downloaded from waploaded.com.

Method of Collecting Data

In this study, the observation method was utilized to gather dysphemism expressions. Observation, as a method, involves attentive listening and observing of language usage (Sudaryanto, 2015:203). Additionally, a non-participant observation method was employed, where the researcher remained uninvolved in the dialogue and solely assumed the role of an observer (Sudaryanto, 2015:204). These methods are applied by watching "Euphoria" television series season 1, reading the script, and documenting specific scenes or dialogues of “Euphoria” television series season 1 where the characters use dysphemism.

Method of Analyzing Data

After the data were collected, to be specific, I applied the data analysis procedures suggested by Creswell (2007: 150-151) for qualitative research. Sudaryanto (1993: 31-40) stated that the distributional method is a method where the language itself determines the key part of the data. This method classifies data according to the type to be analysed. Then, it will be analysed by these steps:

1. Data review: Once collected, the data will be reviewed by the researcher to make sure of the accuracy of the data by listening to the dialogues carefully multiple times, cross-checking with the transcriptions, and verifying the context before identifying and categorizing it into its type and function that are classified by Allan & Burrige (2006) and Rawson (1991).
2. Data classification: The process of identifying and categorizing the data based on its types and functions, following Allan & Burrige's seven classifications of dysphemism functions (2006) and Rawson's three classifications of dysphemism types (1991).
3. Data analysis: The classified findings will be described and explained in detail to provide a deeper understanding of the dysphemistic expressions based on the context of its use.
4. Result presentation: The final step involves concluding the data analysis by presenting the research findings and providing an explanation of the comprehensive discussion. After that, the conclusion will be presented.