

CHAPTER II

THEORY AND METHOD

In this section, the writer divides the discussion into two subchapters. First, the writer presents the theories used in this research as the main subjects of the research. Next, the writer includes the research methodology applied in this thesis.

2.1 Theoretical Framework

In this subchapter, the writer presents the theories related to this research as the core of the research that contains the definition of bad language, swearing, types of swearing, motives of uttering swear words, politeness, social factors of politeness and the video sharing platform, YouTube.

2.1.1 Bad Language

In language, there are some words that are not allowed to be said or utter. In reality, we find it easily for people to express and show it blatantly. People call it as cursing, swearing, bad or foul language. Although some people think it is offensive language, it might differ in other culture. Battistella expressed that (2005: 8) a good or bad language cannot be defined of its definite terms since the standard of an era or generation may vary to one another. In a book titled *Cursing in America*, Jay (1992: 2-9) divided bad language into 10 categories:

1. Cursing: The terms that can be known as cursing are terms that are used with such phrases that cause harm to another person or the listener. These words are *damn you, goddamn you, to hell with you.*
2. Profanity: According to Jay, Profanity is founded upon a religious distinction. Profanity means conduct outside of religious order. The terms or phrases which can be considered as profanity are based on ignorance of issues like faith or denigration of God. These words can be: *Jesus Christ, I'm Hungry!* or *For the love of Christ, get off the phone!*
3. Blasphemy: The word blasphemy is insulting or attacking on religion or religious beliefs. To distinguish between blasphemy and profanity, profanity aims at the insensitive towards the faith. In contrast to that, blasphemy is meant specifically for the church. These terms are: *Screw the Pope!* or *shit on what it says in the Bible!*
4. Taboo: Taboo can be defined as something that is forbidden whether it is an act or utterance. According to Wardhaugh (2006: 239), taboo is something that prohibited and society avoid. The society believe that it would cause harmful and shameful for such individual says taboo words. This statement is also supported by Keith Allan And Kate Burridge (2006: 1) saying that the use of taboo would cause unease to individual's manner.
5. Obscenity: In his book, Jay describes obscenity as a legal term which implies that it cannot be used openly in public or media. these words are also

regarded as being the most offensive and rarely used in public media. These words are *motherfucker, cunts, tits, fuck*.

6. Vulgarity: The term vulgarity can be defined as words that are unsophisticated or known as street language. the terms are *slut, piss, kiss my ass, snatch, bloody*, etc.
7. Slang: As stated by Jay, slang is a vocabulary that is formed within a certain sub-group for ease of communication within each other. Some slangs are used in standard language although certain terms are offensive by some people. These words can be considered slang: *pimp, dweeb, jock*.
8. Epithets: The epithets are simple outbursts of one or two words. The term is often used out of frustration and anger. Most of the words that are classified as epithets are brief and loud, for example, when you wait in line and other people cut you off. These phrases can be *fuck you, son of a bitch, Jesus Christ, damn, fuck off*, etc.
9. Insults and Slurs: Both insults and slurs are verbal attacks towards others. The words spoken are used specifically to hurt people by certain phrases or words. These words include: *dog, bitch, jackass, whore, slut, homo, fag, nigger, dumb*, etc.
10. Scatology: The term of scatology refers to products or procedures related to human waste. These words appear in the early age of children when they are toilet trained, for instance, *poop, piss, shit, crap, fart*.

2.1.2 Swearing

Cursing is the use of emotionally charged, offensive words or emotionally injurious phrases as insults. According to Jay (2000), cursing allows a speaker to communicate powerful emotions and/or leave an emotional impression on a listener. It can have a beneficial influence, as in humor and sexual enticement, or a bad impact, as in name calling and sexual harassment. It is easy to find people swear in daily life conversation since swearing is part of every day's life. According to Andersson and Trudgill (1990) in Habibovic (2010) when it comes to bad language, most people will refer it to swearing. As a part of taboo, people think that the definition of swearing is the same as taboo. Karjalainen (2002) states that all swearwords are taboo but not all taboo words are swearwords. Ljung (2011) gives the criteria of swearing that supported the statement by Karjalainen (2002):

1. Swearing is the use of utterances containing taboo words.
2. The taboo words are used with non-literal meaning.
3. Many utterances that constitute swearing are subject to severe lexical, phrasal, and syntactic constraints which suggest that most swearing qualifies as formulaic language.
4. Swearing is emotive language: it's main function is to reflect, or seem to reflect, the speaker's feelings and attitudes.

To put it in another way, swearing is an action by uttering words that is taboo which purpose to express someone's feelings.

2.1.3 Type of Swearing

Swearing has plenty number of types from experts. In this study, the writer applies and elaborates Hughes's theory regarding the type of swear word. Hughes (1991) classified swearing into eight types of swearing:

1. Related to Sex (S)

Hughes (1991) claims that sex related swear words are part of the genital body of human being. *Ass, dick, pussy*, etc can be considered as swear terms linked to sex

2. Related to Excrement (E)

According to Merriam Webster Dictionary, excrement can be defined as things or waste that are discharged from the body. The words that are categorized as excrement *piss, shit, fart* and so on. These terms are mostly slur toward people that are addressed.

3. Name of Animal (NoA)

We often hear insult in the form of animal, for instance, *anjing/asu (dog), monyet (monkey)*. The swearing that relates to animal can be considered as an insult to a person. The word *bitch* can be categorized in this section since in dictionary, it means a female dog/wolf/fox.

4. Personal Background (PB)

This type of swear words are rude, humiliating and putting others down. These terms are often seen when a speaker speak to a person who is perceived to have a low status or occupation.

5. Sexual Activity (SA)

One of the swear classifications proposed by Hughes is related to sexual activity which is an activity that includes one or more individuals displaying their sexuality, for instance *fuck*. Thus, it can be considered as a vulgar term. Ljung (2011) also support this kind of swear word by saying that sexual activities terms exist in almost every language. The sexual intercourse terms are used and appeared in most conversation.

6. Religion (R)

According to Ljung (2011:37), in many language, it is normal to find people cursing related to religion. The term classified as religion-related swearing consists of the name of God, the Devil, death and damnation. In general, swear words related to religion are often used to express shock and astonishment feelings. Therefore, there words like *damn*, *For God's sake!*, *Jesus Christ!* Can be examined as term that related to the religion.

7. Mental Illness (MI)

Hughes argues that swear words link to mental illness are seen as someone with low level of intelligence or disability. This type of swear words may be easy to find and hear in everyday life, as such words are the richest of personal insults. Thus, the purpose of this type can be assumed as to offend and degrade someone. Words like *stupid*, *moron*, *dumb* can be included in this kind of swear word.

8. Racism (RA)

Lastly, the type of swear word related to racism are words used against people who agree that they have racist beliefs, such as white supremacy group of people and those who support such views without being aware of them.

2.1.4 Motives of Uttering Swear Words

There are several reasons why people occasionally use foul language. One of the various ways we can express our sentiments and emotions is through swearing. According to Andersson (1990) in Karjalainen (2002), the motives of someone swearing in their utterances are classified into three categories namely psychological motives, social motives and linguistic motives.

1. Psychological Motives

Swearing has psychological motivations that relate with emotions. People may become irate or agitated about unpleasant or unexpected events in daily life. Physical violence or verbal profanity are typical ways for people to express their reaction to their strong feeling toward their dissatisfaction or rage.

2. Social Motives

There are numerous social motives for people to uttering swear words. for instance, people frequently swear to amuse, insult or startle someone, furthermore, it can be used to express intimacy or friendship, to strengthen group identity, to express social distance or unity, and so on.

3. Linguistic Motives

According to Andersson in Karjalainen (2002), people are allowed to use any of the ten thousand of words as long as they are able to convey the idea people want

to express. People can express themselves in a variety of ways, for instance using different grammatical structures.

2.1.5 Politeness

In social environment, group of people have different ways to communicate. Most people typically use a number of linguistic expressions to display politeness. It can be the way we speak, to whom we speak and what will we speak to other people and that will decide the face of the other party. Allan and Burridge (2006) support this statement by saying:

‘Whether or not language behavior counts as good manners will depend on a number of factors. These include: the relationship between speakers, their audience, and anyone within earshot; the subject matter; the situation (setting); and whether a spoken or written medium is used. In other words: politeness is wedded to context, place and time.’

On the other hand, According to Yule (1996: 60), the definition of politeness is how we knowledge about other person’s faces that can be shown by the closeness of both parties. As cited in Mills (2003: 6)

‘Being polite means expressing respect towards the person you are talking to and avoiding offending them . . . politeness [is] behaviour which actively expresses positive concern for others, as well as non-imposing distancing behaviour’ (Holmes, 1995:5).

Based on the explanation given by some experts, it can be concluded that politeness is being considerate and respectful to other people through our behaviour.

2.1.6 Social Factors of Politeness

According to Brown and Levinson (1987: 74), there are three sociological factors affecting the politeness of someone; the social distance of the speaker and the

hearer, the relative power of the speaker and the hearer and the absolute ranking of impositions. Each of these considerations works differently.

a) The Social Distance (D)

The social distance between the speaker and the hearer determines the choices of politeness in conversation. It is based on the speaker and hearer's symmetric social position (Brown and Levinson. 1987: 76). When the speaker talks to people they know or they are close with, there is no great distance between them. Thus, the speaker will use less politeness. On the other hand, when the speaker communicates with people they barely know, such politeness will be considered to the speaker.

b) The Relative Power (P)

According to Brown and Levinson (1987: 77), the relative power is based on an asymmetric social position between the speaker and the hearer. It can be determined with the authority you have, whether you have equal power, have more power or have less power than the person you are talking to. There are two sources to determine the power degree of someone's politeness, material control (economic contribution and physical force) and metaphysical control (the actions of others).

c) The Absolute Ranking of Impositions (R)

Brown and Levinson (1987: 77) note that to determine the imposition ranking of someone's impositions are based on self-determination of agent's wants or the approval of agent's negative and positive-face wants. In requests, for example, if

you were asking for a significant favor, you would have a large rank of imposition, whereas a minor rank of imposition would exist if the request was small.

2.1.7 YouTube

YouTube is a video-sharing site that can be accessed in every part of the world by using internet. YouTube is a platform where people can enjoy their favorites videos and channels. It also recommends people to enjoy other things as well, from what is trending, the latest news, entertainments and hottest music. The users of YouTube app can also share their videos, music, edits, create playlist, make comments and more. YouTube, which headquarters is in California, was founded by three former Paypal employees, Steve Chen, Jawed Karim and Chad Hurley in 2005. Furthermore, now, YouTube has integrated and under the control of Google.

2.2 Research Method

In this chapter, the writer attempts to discuss the method applied in the study. The writer divides method section into four parts; research method, data, population, sample, methods of collecting data, and method of analyzing data.

2.2.1 Type of Research

Qualitative research can be defined as a technique by interpreting the social interaction from individual participant's perspective in natural settings (Ary, Jacobs and Sorensen, 2010:22)

This research applies a descriptive-qualitative method in conducting the data by analyzing, investigating, and classifying from the compilation videos of both male and female Youtubers collected from their own official YouTube channel. Next, the writer lists all the sentences and sort-out their utterances to solve the problem.

2.2.2 Data, Sample, Population

The selected data are compilation video from both female and male Youtubers on their YouTube channel. The total of the video is 24. The videos are divided into two-sub categories; 12 videos are from male Youtubers and the other 12 videos are from female Youtubers. The male Youtubers are David Dobrik (18.2M Subscribers) and Bretman Rock (8.87M Subscribers) while the female Youtubers are Emma Chamberlain (11.6m Subscribers) and Tana Mongueau (5.42M Subscribers). The selected videos consist of them having conversation or communicating with other people despite their relationship, age and gender. While in a conversation, the speakers or the Youtubers swear involuntary to the hearer.

The length of each video used in this study differs between each Youtubers. The shortest videos are mostly from David Dobrik with the exact 4 minutes and 20 seconds long. Nevertheless, the other Youtubers uploads their video approximately more than 10 minutes long.

In conducting this research, the writer uses purposive sampling technique. Hence, the data of this study are utterances that contain profanities from the

Youtubers while they are in a conversation with other people. The gathered-videos that the writer examines are from 2017 to 2020.

2.2.3 Methods of Collecting Data

Due to the video has already been uploaded in Youtubers official YouTube channel, the writer applies *Simak Bebas Libat Cakap* or known as non-participant observation method in conducting this study. This method does not involve the writer in the conversation or in the event (Sudaryanto, 2015: 204). Therefore, the writer only uses the transcript of the videos and matches the written script with the selected videos. Furthermore, the writer employs *Teknik Catat* (Note-Taking technique) which can be defined as a technique that can be done by taking notes of the dialogue that contains swear words.

For collecting the data, the writer, first, watches the videos that has been selected for both categories in which the videos must contain swear word. Second, the writer takes notes on the chosen videos. Finally, the writer analyzes the data using the theory that has been applied in the study.

2.2.4 Methods of Data Analysis

Padan method is a method of analyzing data that the tool is outside of the language and does not become the part of language itself. *Padan* method has five sub-categories, referential, articular phonetics, translational, orthographic, and pragmatics (Sudaryanto, 2015: 15-18). In examining the data in this study, the writer employs *Padan* method since it is related to the writer's topic.

There are numerous steps that the writer does before examining the data. Firstly, the writer presents the data that contain swear words where the Youtubers are having a conversation in the selected videos. Secondly, the writer establishes the utterances that consist of swear words and how social factors of politeness are seen in the video. Lastly, the writer classifies the data into each category and evaluates the social factors of politeness are seen among the Youtubers and their opponent speakers in the video.