

CHAPTER 1 INTRODUCTION

A. Background of The Study

Nowadays there is a lot of phenomenon in society. The interesting one is in communication. One of the rules is the way people deliver statements conveniently. Fundamentally, people know there are a lot of harsh words in this world, then it considered delivering. Therefore, the negative expression, it might offend others. There are a variety of people while communicating a miserable statement. Carefulness in the use of language supports the communication run well. However, it is plausible to convey a negative statement without offending others. Figurative language means the phrase of language that goes beyond the literal meaning. By changing the words become a mild word, it makes the statements are acceptable for the listener. The softer or mild words is well known as a euphemism. By using euphemism the harsh, and rude expression can be a bridge to deliver a negative statement.

Euphemism is a mild or indirect word or expression, replaced the harsh word that refers to something unpleasant Oxford English Dictionary (2011),. According to Hongrui Wen (2002), euphemism is affirmed the perspective of pragmatics style in different ways. Euphemism, as persuasive-rhetorical language, is mostly used in political speech. Political speech it self requires sort of techniques to convey the purpose in implied deliverance. Language in politic, also needed to be carefull. Montgomery (1995: 251) argues “Language informs the way we think, the way we experience, and the way we interact with each other”. For politicians, language is used as a tool to communicate each uttarances in which euphemism plays important roles in each uttarances by the politicians.

A good statement can be a good decision to avoid a conflict. Moreover The speech of polticians needs to maintain their language while delivering a pathetic issues, dangerous situation, and disappointed news. Besides, not all the politicians consider the language when delivered a statement. mostly the politicians tries to delivered the truth message without ofense the audiences. Threfore the epppearance of Euphemistic language becomes necessary for the politicians to stabilize the political situations. By seeing the

phenomenon of this research, the researcher wants to analyze the euphemistics language used by the President Phillippines.

Euphemism is one way that politicians use in their speech. The used of figurative language by the president is to hide the truth meaning. In this research the reseracher is try to analyze the type of figurative language that used by the president, and the implied meaning in each statement.

Scope and Limitation

Based on the background of the study, the discussion of euphemism is part of pragmatics in which the scope of the study is focused on euphemism used by The President of Phillipines Durtete. The limitation of the study focus on the types of euphemism and the implied meaning that deleivered by Durtete.

B. Resreach Questions

Based on the background of the study that have explianed above, it can be seen that this resreach problemitize as follow:

1. What are the types of euphemism used in Durtete's political speech at SONA (State of Nation Adress)?
2. What are the implied meaning of euphemism in Durtete's poloitical speech at SONA (State of Nation Adress)?

C. Objectives of the study

Based on the reserach question that already mentions that the objectives of the study are:

- 1 To know the types of ephemism toward Durtete's poltical speech at SONA (South of nation Adress);
- 2 To know the implied meaning of euphemism toward Durtete's poltical speech at SONA (South of nation Adress).

D. Significance of the study

In this section the researcher provide description of significances of the study for the researcher and for the reader

1. The first is for the resreacher is the resrecher capable to understand to more about euphemism language that mostly used in daily conversation especially in poltics area.

Furthermore the researcher are able to develop the linguistics involved euphemism language;

2. For the reader : The reader are aware about the language and the implied meaning that human used especially in politics. Nevertheless the reader will apply the use of euphemism in daily conversation thus make the people did not offend others

E. Definition of key term

The researcher describe several definitions of key terms of the study that need the researcher describe as knowledge for the readers. The definition of the key terms can be written as follow:

1. Euphemism: euphemism is a mild or indirect word or expression replaced the harsh word or blunt word that referring to something unpleasant.
2. Pragmatics: pragmatics is part of linguistic and semiotics that studies how the context is contributes in meaning.
3. Politeness: politeness in interaction can be defined as a meaning of employed to show awareness of another person's face.
4. Implied meaning: implied meaning is try to convey and talking about the truth but the speakers are considered to say indirectly, usually the speaker using different word that referring in the same meaning.
5. Political language: the use of language to reach some purposes.