

EUPHEMISM PRACTICE BY CRAIG FERGUSON FOR JOKING FASHIONED UTTERANCES IN THE LATE SHOW

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Abstrak

Bahasa adalah cara sederhana untuk berkomunikasi dengan orang lain dan menyampaikannya tidak hanya secara lisan tetapi juga tulisan. Di sisi lain, bahasa juga dapat digunakan untuk mengungkapkan kepribadian seseorang, sehingga setiap orang perlu memilih kata yang cocok dalam berbicara. Dalam hal ini, peneliti mengambil eufemisme sebagai teori dan menjelaskan lebih banyak tentang jenis eufemisme, makna hubungan eufemik dan fungsi eufemisme. Hal ini dapat dilihat dari judul penelitian yaitu, Praktik Eufemisme oleh Craig Ferguson untuk ucapan gaya bercanda di Late Show

Penelitian ini menggunakan pendekatan kualitatif untuk menjawab pertanyaan penelitian. Pendekatan kualitatif dipilih sebagai metodologi untuk menganalisis temuan data karena merupakan metode yang paling cocok untuk menjawab pertanyaan penelitian. Penelitian ini menggunakan eufemisme untuk menganalisis video yang diucapkan oleh Craig Ferguson di acara Late Show. Penelitian ini menghasilkan empat tipe dari lima tipe yang menghasilkan kata-kata eufemisme yang diucapkan oleh Craig Ferguson di Late Show. Hal tersebut, membuat hubungan antara Craig Ferguson dan tamunya berjalan dengan baik. Dalam hal ini, peneliti juga tidak menemukan semua jenis eufemisme tetapi ia hanya menemukan beberapa jenisnya saja.

Abstract

Keywords: euphemism, joke, Late Show

Language is simple way to communicate with someone else to deliver something not only orally but also written. On the other hand, language also can be used to make known how your personality is, so that is why every person needs to choose which words that are match for speaking with. In this case, researcher takes euphemism as the theory and explains more about the types of euphemism, the meaning relation of euphemistic and the function of euphemism. It can be seen from the title of the research namely, Euphemism Practice by Craig Ferguson for Joking Fashioned in the Late Show.

This research uses qualitative approach to answer the research questions. Qualitative approach is chosen as the methodology to analyze the data findings because it is the most suitable method to answer the research questions of the study. This research uses euphemism to analyze the video uttered by Craig Ferguson in the Late Show. This research showed four types of euphemism out of five. It can maintain good relationship between Craig Ferguson and his guests while in the Late Show. In this case, the researcher also did not find all types of euphemism but she only some.

INTRODUCTION

Language is a system or way used to transmit messages or information both orally and written. The nature of the language is a conventional arbiter. Every speaker of language must be in contact with the symbol that is represented, if it is not in accordance with the agreed upon it will be deemed to have undergone a convention. In this case the language becomes something important because it can be used to determine social class. Social class has been conceptualized through both structural and processual approaches, whereby the former interprets class as a matrix of fixed categories in which individuals move up or down a continuum while the latter interprets class as group identities shaped by common, shared experiences (Wright & Shin, 1988). On the other hand, Weber (1947) categorized classes as working class, lower- middle class, intelligentsia, and upper class.

Hapter & Wright (1978) stated that "the upper class was formed by those who had control over the means of economic production and distribution, as well as over the

capital for investment". Based on the statement, it means that social classes have the real category, such as upper class, middle class, and lower class. Furthermore, every categories has different meaning as like different word. On the other hand, being a high class or upper class category is someone with a high education, so they will see the words as they are saying based on structure and spelling. A middle class is a social class of society which, when viewed from the word of speech, the use of the word made is a standard where every word is included in the general category. The example is the use of the word "paradigm". The word paradigm is unfamiliar if it is introduced to middle class society, because in general middle-class society often pronounce it with the word "point of view". It is certainly different again with lower class society which they are the standard of people who have below average education, so that the word of speech and the word choice was categorized rough.

In Social classes have their own strata including categories in word choice. In addition, each sosial class has different choice in the woods spoken. The difference

between the words they say makes a misunderstanding in the communication. As has been exemplified, the word "point of view" changes to be "paradigm". It is done when a person in upper class communicates with a person in the lower class. Those words actually have the same meaning but the person in lower class is not used to use the word for speaking. However, the function of communication is having the point of information, so it is better to use a common word for saying to avoid misunderstanding. The problems above need to be answered. Thus, the researcher tries to answer it by using euphemism.

Allan and Burrige (1996:26) suggest that euphemism is used as an alternative to unwelcome expressions to avoid the possibility of losing face, or offend the other person or listener. It means that euphemism is an action taken by someone to avoid words that are considered taboo or not feasible to be discussed with the purpose of not hurting other people who are being talked to. Ham (2012) also states that the term euphemism is defined as "a polite word or expression that you use instead of more direct one to avoid shocking or upsetting someone". It means that euphemism is a polite expression used in place of words or phrases that otherwise might be considered harsh or unpleasant to hear. Moreover, Battistella, Allan, & Burrige, (1993) define euphemism as expressions that do not offend people, are gentle, and are used to replace references that might be felt insulting, offend people or suggest something unpleasant.

Therefore, this research tries to find out type of euphemism, meaning relation of euphemism, and the function of euphemism. To answer the problems, the researcher uses euphemism theory by Rawson (1981:3), euphemism is "depicted as gentle pleasant in the word without using coarse word, excruciating, or hostile one". Therefore, euphemism is considered to have good goals, to help the speaker says something honest and doesn't intend to hurt or offend someone.

In this case, researcher also used theory from Kaosa-Ad (2009:15-21), there are five main types of euphemism, there are 1.) shortening : abbreviation, backformation, diminutive, omission, clipping. 2.) circumlocution 3.) remodeling : phonological distortion, blending, reduplication. 4. Semantic change: semantic shift (general-for specific, part-for-whole), metaphorical transfer, widening, litotes, understatement, indirection, abstraction. 5.) borrowing : internal borrowing, external borrowing.

Furthermore, to find meaning relation, researcher used Geoffrey Leech (1997, p. 99) as a guideline to find the research. Meaning relation is divided into 4 parts, there are synonym, antonym, hyponym, and meronym.

Researcher also used theory from Pan (2013), to find the function of euphemism. There are (1) being polite, (2) The Gloss-over capacity, (3) the function of avoiding taboos, and (4) the Function of Disguising Euphemism. Thus, the researcher focuses on how ideas or thoughts are conveyed in such a way as to create harmony between the speaker and the interlocutor. More than this, how the discussion takes place in accordance with the intended points while maintaining communication ethics. For this

reason, researchers need the skills to package or wrap actual intentions with contingency strategies indirectly. Furthermore, these skills have been packaged in the form of comedy which is indirectly chosen from the use of the euphemistic language types, euphemistic meaning relation, and euphemistic used by Craig Ferguson in the late show.

RESEARCH METHOD

This research was designed as a descriptive qualitative. This object of this research is video utterances by Craig Ferguson in the Late Show. There are 5 videos used by researcher which total of 35 minutes. The data collection technique is from videos in youtube and subtitle in youtube

In this case, there are six steps which applied in data collecting procedure : 1. Downloading video from youtube. 2. Downloading the subtitle from the internet. 3. Printing out the video script 4. Watching the video which had already downloaded 5. Matching the utterances in the video with the subtitle. 6. Selecting the script used to classify the utterances which match of euphemism.

The data analysis technique used theory from Miles et al (2014) there are three points involved in data analysis technique, those are *data condensation*, *data display*, and *conclusion drawing and verification*.

RESULT AND DISCUSSION

The purpose of the research to get the description of euphemism in video utterances by Craig Ferguson in the Late Show. The content of the research is divided into 3 main sections, there are : 1. Types of euphemism 2. Meaning relation of euphemistic, and 3. The function of euphemism.

The information that researcher got from the first research question is the type of euphemism. In this case, the types of euphemism is divided into 5 main types. There are 1.) shortening : abbreviation, backformation, diminutive, omission, clipping. 2.) circumlocution 3.) remodeling : phonological distortion, blending, reduplication. 4. Semantic change: semantic shift (general-for specific, part-for-whole), metaphorical transfer, widening, litotes, understatement, indirection, abstraction. 5.) borrowing : internal borrowing, external borrowing. It is same with theory of Kaosa-Ad (2009:15-21).

4.1.1.1 Shortening

Complete conversation	Reduced conversation	Types of euphemism
(1:13 – 1:28) Craig: so..uh..I hear yor nick name is really different, isn't it? its LB (Lanna banana) and is it also really scary, right? Banana	(1:13 – 1:28) Craig: its LB (Lanna banana) and is it also really scary, right? Banana	Abbreviation

The data above uttered by Craig Ferguson in the Late Show. He said that his guest's last name was scary because she had **Banana** in her last name. Craig Ferguson thought that **banan** was something awkward so he mentioned it several times. From the word that had been mentioned in several times "**Banana**" the researcher was interested to make it sample for analyzing using euphemism theory. In this case, the analyzing focused on the type of euphemism especially **abbreviation**. The researcher decided that it was considered as **abbreviation** because it shortened the words consisting of two words and pronounced it in the same way **Lanna Banana** become **LB**.

Datum 2

Complete conversation	Reduced conversation	types of euphemism
(18:20 – 19:01) Craig: hai...how are you? Guest : not bad Craig : great...wow you look pretty tonight ! Guest : thank you Craig : by the way you are sexier , right? Guest : yeah... I rarely go to gym, so I can't control my weight	(18:20 – 19:01) Craig : by the way you are sexier , right? Guest : yeah... I rarely go to gym, so I can't control my weight	Diminutive

The words "**sexier**" above was classified as **Diminutive**. Diminutive itself had meaning as part of euphemism that construct of words or phrases to convey degrees or forms that were smaller in words. It could be seen in the word "**sexier**". in addition, the word **sexier** was actually from the word **sexy** that had formed with a suffix to indicate affection or smallness.

Datum 3

Complete conversation	Reduced conversation	Types of euphemism
(16:23 – 17:11) Craig: actually how lovely to meet you ! Guest : nice to meet you, btw I am the black dress Craig : always nice Guest : thank you Craig : btw, my coat is nice as	(16:23 – 17:11) Craig : btw, my coat is nice as H**I as you are !	Omission

HELL! as you are !		
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The word **HELL** above was the word uttered by Craig ferguson in the Late Show. from the reduced word above the researcher thought that the bold word categorized as the types of euphemism, and the one of it was **omission**. The word **H**L** could be categorized as omission because omission had meaning as a shortening a few letters of word to filter the word that should not be spoken by interlocutor for avoiding unpleasant moment. Based on definition of omission, the researcher referred it with the word **H**L** and the resulted was same.

4.1.1.2 Circumlocution

Datum 4

Complete conversation	Reduced conversation	Types of euphemism
(05:11 – 06:20) Craig: so..uh what do you guys do? did you play the video games Guest: yeah? Craig : I got a vague feeling that I'm wildly out of date here,	(05:11 – 06:20) Craig: so..uh what do you guys do? did you play the video games Guest: yeah? Craig : I got a vague feeling that I'm wildly out of date here,	Circumlocution

This data took from video uttered by Craig Ferguson in the Late Show. Researcher also focused on the word **out of date** uttered by Craig Ferguson as analyzed in the type of euphemism especially **circumlocution**. In addition, the phrase **out of date** could be called as circumlocution because it could be sorten versionas an version which fills in euphemism that was utilized the word **outmodel**. However, it was a phonological adjustment which utilized numerous words to clarify an articulation by augmenting a significance.

4.1.1.3 Remodelling

Datum 5

Complete conversation	Reduced conversation	Types of euphemism
(29:47-30:08) Guest : I think the movie is doing okey Craig : alright, a lot of oscars Guest : you gotta get north good for this	(29:47-30:08) Guest : I was great, I run everywhere in the big trouzers Craig : great.. you were so acting acting good like actors	Phonological distortion

craig : me personally ? I think I am guest : I think they're gonna send me Craig : I'll probably send you. I've got guideline around you can have mine ford I go for well that movie that you were shot experian love Guest ; you were really good in Craig : thank you Guest : I was great, I run everywhere in the big trouzers Craig : great.. you were so acting acting good like actors		
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The word **actors** above was the word gotten from the video uttered by Craig Ferguson in the Late Show. In this Case, researcher categorized this word as the types of euphemism, namely **phonological disortion**. Here, the phonological disortion itself had meaning as described a purposefully mutilating the first articulation of words and the researcher thought that the word actors had the same characteristic as the meaning of **phonological disortion**. In addition, the word **actor** framed as phonological mutilation which utoilized as euphemism of the word **imitator** (creating, fake, not original).

4.1.1.4 Semantic change

Datum 6

Complete conversation	Reduced conversation	Types of euphemism
(13:02 -14:22) Craig ; hallo pretty girl, how are you tonight ? Guest : not so bad Craig : wow.. you look so charming, are you single? Guest : sure hahaha Craig : serously ?	(13:02 -14:22) Craig : haiiss... you are economical with the truth , right?	Semantic shift (general for specific)

Guest : yeaahhhh.... hahahaaaaaaa... Craig : haiiss... you are economical with the truth, right? Guest : ahahahaha... just kidding		
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The data took from video uttered by Craig Ferguson in the Late Show. Thus focused with the phrase **economical with the truth** as analyzed in the type of euphemism especially **general for specific**. In this case, general for specific had a meaning as the word or phrase used to express more particular meaning from general to specific. It could be seen from the word **economical with the truth** had meaning as **Liar**.

Datum 7

Complete conversation	Reduced conversation	Type of euphemism
Craig: This is from Bobby and my way says Dear Craig and everybody else if you really make your show live at 12:30 in the morning, how do you get so many people to come to the studio well they're all on crystal meth	Craig: This is from Bobby and my way says Dear Craig and everybody else if you really make your show live at 12:30 in the morning, how do you get so many people to come to the studio well they're all on crystal meths	Part for whole

The data took from video and focused on the word that uttered by Craig Ferguson in the Late Show. In this case, the researcher focused on the word **crystal meths** and researcher also categorized it as the type of euphemism especially semantic change in subchapter **part for whole**. It could be classified like that because **part for whole** had meaning as describing the word/phrases which used to indirect the whole expression. As we can see, the phrase **crystal meths** indirectly state the whole euphemism to express the word **drugs**.

Datum 8

Complete conversation	Reduced conversation	Type of euphemism
Craig : I know what you're thinking Greig, you've lost your mind yes	Craig : I know what you're thinking Greig, you've lost your mind yes	Metaphorical transfer

This data took from video uttered by Craig Ferguson in the Late Show. Researcher focused on the phrase **lost your**

mind for analyzing. Thus, categorized as the type of euphemism especially **methaphorical transfer**. The phrase lost your mind could be called as methaphorical transfer because it used to euphemize the phrase by methaphorically comparin with something else which had comparable characteristic. It could be seen from the phrase **lost your mind** which used to euphemize the word **going crazy**.

Datum 9

Complete conversation	Reduced conversation	Type of euphemism
Craig: you have married right? Guest : yeah.. Craig : do you love him? Guest : pardon? Craig : do you love him? Guest : wew.. I am gentelment so I love girl not boy. Craig : ahahha... so you are not batting for the other side Guest : absolutly no cause I have a daughter and 2 sons ahahaha...	Craig : ahahha... so you are not batting for the other side	widening

This data took from video uttered by Craig Ferguson in the Late Show. This data focused with the phrase **batting for the other side** as analyzed using the type of euphemism especially **widening**. In this case, widening had meaning as an expression that had general or abstract meaning. It could be seen from the word **batting from the other side** had meaning as **homoseks**.

Datum 10

Complete conversation	Reduced conversation	Type of euphemism
Craig: do you my glasses? Guest : I don't know Craig : I remember that put it on this table Guest : ahaaaa Craig : it is gift from mine Guest : ahaaaa Craig : do you know that? Guest : no.. Craig : why do you smile? Don't you bend the truth?	Craig : why do you smile? Don't you bend the truth?	litotes

This data took from video uttered by Craig Ferguson in the Late Show. This word focused with the phrase **bend the truth** as analyzed in the type of euphemism especially **litotes**. in this case, litotes had meaning as an expression used to state something negative. Thus, researcher could be showed from the word **bend the truth** which meant as **lie**.

Datum 11

Complete conversation	Reduced conversation	Type of euphemism
Craig : hai.. you look preety tonight. Guest : thank you Craig : ahhaaa.... Guest : how about my dress? Craig : not so bad but maybe you can try another dress. Guest : thank you	Craig : not so bad but maybe you can try another dress. Guest : thank you	understatement

The data took from video uttered by Craig Ferguson in the Late Show. This part, researcher focused on the word "**not so bad**" as be analyzed in the type of euphemism especially **understatement**. The phrase not so bad could be called as understatement because it reduced the risk in showing an apparent meaning. It was seen from the word **not so bad** that actually the word used to euphemized the word **not suitable**.

Datum 12

Complete conversation	Reduced conversation	Type of euphemism
Craig: where are you from? Guest : hmm.... you know me exactly, Craig : quite.. Iam going to answer the question (with touch her hand) are you cream ?	Craig: where are you from? Guest : hmm.... you know me exactly, Craig : quite.. Iam going to answer the question (with touch her hand) are you cream ?	indirection

The data took from video uttered by Craig Ferguson in the Late Show. Researcher focused on the word "**cream**" to categorize as the type of euphemism especially indirection. Thus, could be called as indirection because it was the word which focused on expression used to state something by negative form.it could be seen by the word cream defined the guest's **racial identity**.

4.1.2 Meaning Relation

Researcher identified words, phrases, and sentences using meaning relation which was the most significant factor in semantic field and the componential analysis to identify the meaning of the word. According to Geoffrey Leech (1997, p.99) meaning relation comprised of synonym, antonym, hyponym and meronymy.

Based on datum 1 researcher analyzed the word **banana** as meaning relation especially **synonym**. According to Hatch and Brown (1995:19) synonym was the word which referred to similar entity so the word would be interchangeable. It could be seen from the word **banana** that uttered by Craig Ferguson in the Late Show. In this case, **banana** was guest's last name but it was the unique name, said Craig. Literally **banana** was fruit which had long in shape, had yellow and green in color, and it was nice for dessert. The word **banana** was the word for state the whole euphemism to express the word **male genitals**. In this case, the researcher known that the word **banana** can be categorized as euphemism because Craig Ferguson give the emphasize and say it in the several times, so that is why the researcher make the bold on the word **banana**.

Based on datum 2 researcher analyzed the word **sexier** as meaning relation especially **synonym**. As researcher told before that synonym was about the similar meaning. In this case the word **sexier** literally had meaning as **nice body line** but it was different with the word **sexier** that uttered by Craig Ferguson in the Late Show. The word **sexier** which uttered by Craig Ferguson in the Late Show had meaning as **fatter**. It was to do to express the word and still filter the word **sexier**.

Based on the datum 3 the word **H**L** could be categorized as meaning relation in euphemism. In this case, meaning relation that was related with the bold word above was **antonym**. According to Whereas Parera (2004) **antonym** divided into 2 types, contradiction or true antonym (opposite to the other) and gradable antonym (meaning relation or items words may consist on a number of dimension at once). In this case, researcher used contradiction or true antonym for analyzing which mean the word which had opposite meaning. The word **H**L** had meaning as **negative**, if it related in literal meaning. On the other hand, the word **H**L** would have good meaning or it was an emphasize for supporting the word before if it was uttered by Craig Ferguson in the Late Show.

Based on datum 4 the phrase **out of date** analyzed as meaning relation especially **synonym**. In literal meaning the phrase **out of date** could be meant as **something expired or out of fashioned** but it was different with phrase out of date uttered by Craig Ferguson in the Late Show. In this case, phrase **out of date** uttered by Craig Ferguson in the Late Show had meaning as **outmodel**. In addition, the word out of date was uttered by Craig Ferguson because it was useful to filter the word so it would not hurting his guest.

Based on datum 5 the word "**actors**" analyzed as meaning relation especially **antonym**. As researcher told before that **antonym** means opposite. In literal meaning the word actor had meaning as **person who influence others**. On the other hand, the word actor had different

meaning while it was uttered by Craig Ferguson in the Late Show. The word actor there had meaning as **imitator (creator, fake. And not original)**.

Based on datum 6 the phrase **economical with the truth** analyzed as meaning relation in euphemism especially **synonym**. Researcher focused with phrase **economical with the truth** as the synonym because it had similar meaning as **Liar**. In this case, the word liar would be hurting someone if it was uttered without filtered so Craig Ferguson used euphemism for having his conversation with his guest in the Late Show.

Based on datum 7 researcher analyzed the phrase **crystal meth** as meaning relation in euphemism especially **synonym**. As literal meaning crystal meth meant **narcotics** but in this occasion Craig Ferguson didn't said it directly in the point because it could be hurting another person. In this case Craig Ferguson uttered the phrase **crystal meth** which means **drugs**.

Based on datum 8 the phrase **lost your mind** analyzed as meaning relation in euphemism especially **synonym**. In this case, phrase lost your mind had similar meaning as **going crazy** but the phrase didn't uttered by Craig Ferguson in the Late Show because the word did not filter at all. Moreover, the researcher only focused with the word which categorized as euphemism.

Based on datum 9 the phrase batting for the other side analyzed as meaning relation in euphemism especially **synonym**. This phrase could be categorized as synonym because it had similar meaning as homoseks and the phrase uttered by Craig Ferguson in the Late Show. In this case, Craig filtered the meaning or used euphemism of his communication because he didn't want to hurt his guest while communication in the Late Show and the sounds would be polite.

Based on datum 10 the phrase **bend the truth** analyzed as meaning relation especially **synonym** which meant similar meaning. In this case, researcher focused with the phrase **bend the truth** that had meaning as **Lie**. As we can see, from the meaning above Craig Ferguson preferred to use the phrase bend the truth to change the word lie as uttered. In addition, Craig Ferguson with the guest would enjoy with the situation and condition during the Late Show.

Based on datum 11 the phrase **not so bad** analyzed with meaning relation to find the meaning which matched with conversation between Craig Ferguson and his guest. In this case, researcher focused with **antonym** to find the opposed meaning, the phrase not so bad literally had meaning as good but thus meaning officially didn't match with the conversation above. However, researcher used the antonym to find the meaning that match with. Furthermore, researcher found that the phrase not so bad had meaning as something good but it was different with the word uttered by Craig Ferguson in the Late Show because he used next statement in the next phrase above. So the word **not so bad** uttered by Craig Ferguson in the Late Show had meaning as **not suitable**.

Based on datum 12 the word **cream** analyzed with meaning relation especially **synonym** to find the word which matched with the word uttered by Craig Ferguson in the Late Show. In literal meaning the word

cream had definition as **kind of color** but it was different with the word cream which uttered by Craig Ferguson in the Late show. The word cream had meaning as **racial identity**.

4.1.3 the euphemism function

Researcher analyzed the words, phrases, and sentences used euphemism function. According to Liu Chunbao, (2010) euphemism function was arisen to avoid offensive during communication. Euphemism function also divided into four, the function of being polite, the function of gloss-over, the function of avoiding taboo, and the function of disguising. In this case, researcher also decided to use Liu Chubao as the theory for analyzing the euphemism function of the word, phrase, and sentences uttered by Craig Ferguson in the Late Show.

Based on datum 1 the word **LB (Lanna Banana)** categorized as euphemism function especially the function of **gloss-over**. In this case, the function of gloss-over had meaning as using code word that not interpreted in literal meaning and it had embarrassed meaning. This function to do for avoiding awkward moment during the conversation. As the word Lanna Banana was better to called as LB for filtering literal meaning.

Based on datum 2 the word **sexier** could be categorized as euphemism function especially **the function of being polite**. In this case, the word sexier categorized as the function being polite because it had meaning as body shaming like he wanna said that his guest was fatter than before. From thus the function of being polite was help him so much because it could be filtered the word fatter to be sexier. It was to do to avoid regarding other individuals.

Based on datum 3 the word **"H**L"** could be classified as euphemism function especially **the function of being polite**. It was chosen to avoid the word that hurting some one. As literal meaning that the word H**L had meaning as something messy, so for avoiding misunderstanding thus word didn't write clearly. In this case, The word H**L expressed when Craig compared his coat to his guest. It showed that his was very good than his guest

Based on datum 4 the phrase **out of date** related of euphemism, thus could be classified as euphemism function especially **the function of being polite** because the function itself had a good manner to help something amiably with the goals that somebody didn't get injured. In this case, It could be seen from the word out of date uttered by Craig Ferguson in the Late show. The word itself had meaning as outmodel.

Based on datum 5 the word **actor** analyzed as **the function of being polite**. In this case, the function of being polite had meaning as filtered the word which had not good at meaning, the way to do to avoid the embarrassment and hurting someone else. It could be seen from the word actor that actually had meaning as imitator or something fake but it filtered with euphemism.

Based on datum 6 the phrase **economical with the truth** categorized as **the function of being polite**. Researcher categorized phrase above as the function of being polite because it had meaning as liar. In this case,

the word liar was the word meant negative so Craig Ferguson didn't use the word frontal for avoiding unpleasant.

Based on datum 7 the word crystal meth analyzed as euphemism function especially **the function of being polite**. In this case, the function of being polite had meaning as minimum the impolite expression and if it related with the bold word above was connected. As we can see that the word crystal meth was the sensitive word for saying because it had meaning as drugs so it should be filtered for saying.

Based on datum 8 the word lost your mind analyzed the phrase **"lost your mind"** as euphemism function, namely **the function of being polite**. In this case **the phrase lost your mind** could be categorized as the function of being polite because it contained of delivered something unpleasant that was filtered. It could be seen from the phrase lost your mind that actually had meaning as going crazy, so it would be not good for saying.

Based on datum 9 the phrase **batting for the other side** categorized as **the function of being polite**. Researcher categorized as the function being polite because the phrase above had meaning as homosexual. In this case, the word homosexual was the word that had meaning as individual privacy so it shouldn't said frontal so Craig filtered it with the phrase batting for the other side.

Based on datum 10 the phrase **bend the truth** categorized as **the function of being polite**. In this case, the phrase bend the truth was the phrase uttered by Craig Ferguson in the Late Show and the phrase had meaning as lie. From the phrase above researcher categorized as the function of being polite because the phrase help Craig to have structure positive and good responses from his guest.

Based on datum 11 the word **not so bad** analyzed as **the function of being polite** because the word not so bad that uttered by Craig Ferguson in the Late Show had meaning as not suitable. It would be so embarrassing if the word would be uttered by Craig Ferguson when he did conversation with his guest. As researcher said before that the function of being polite had meaning as filtered the word to avoid unpleasant.

Based on datum 12 the word **cream** analyzed as **the function of avoiding taboo** because the word had meaning as racial identity. In this case, the function of avoiding taboo had meaning as expressed disapproval word of certain behaviors that was considered of supernatural, racism, and moral code. In addition, as researcher showed above that the word cream had meaning as racial identity so it was better to filter to avoid embarrassment.

4.2 DISCUSSION

Within this sub-chapter, each section focuses on the discussion of the detailed questions proposed in the research questions in Chapter 1. All of the data findings are discussed within this sub-chapter. There will be three sections within this sub-chapter to short-explained each research question. Each section will be talking about a summary of serving a reasonable description for the result that has been obtained in the previous subchapters.

4.2.1 Types of Euphemism used by Craig Ferguson in the Late Show

Based on the results presented in 4.1.1 above, we could see the facts that Craig Ferguson used euphemism as his utterance in the Late Show. His utterance in the Late Show employed four types from five types of euphemism proposed by Kaosa-Ad (2009:15-21), they are in the form of shortening (abbreviation, diminutive, and omission), circumlocution, remodeling (phonological distortion), and semantic change (general for specific, part for whole, metaphorical transfer, widening, litotes, understatement, and indirection). However, not all types of euphemism can be found within the data the researcher served. Here are the findings of types of euphemism used by Craig Ferguson in the Late Show.

No	Types of euphemism	present
1	Shortening a. Abbreviation b. Backformation c. Diminutive d. Omission e. clipping	+ - + + -
2	Circumlocution	+
3	Remodeling a. phonological distortion b. blending c. reduplication	+ + - -
4	Semantic change a. semantic shift - general-for-specific - part-for-whole b. metaphorical transfer c. widening d. litotes e. understatement f. indirection g. abstraction	+ + + + + + -
5	Borrowing a. internal borrowing b. external borrowing	- - -

Based on the table above, the researcher found the types of euphemism which is not the same as the theory of Kaosa-Ad (2009:15-21) which claims 5 types of euphemism. In this case, the dominant types in video uttered by Craig Ferguson in the Late Show were abbreviations and circumlocution. They were dominant because the types above could be defined as an ambiguous or paradoxical way of expressing things, especially the things which referred in body shaming. Yet, the other types of euphemism were less dominant in the show, they were diminutive, omission, phonological distortion, general for specific, part for the whole, metaphorical transfer, widening, litotes, understatement, and indirection. Those types were used for filtering the word or not saying the literal meaning to hide unpleasant ideas in order to avoid losing face in communication.

On the other hand, there were sub types of euphemism which were not used by Craig Ferguson in the Late Show, they were backformation, clipping, blending,

and abstraction. Those sub types were not used in the video uttered by Craig Ferguson in the Late Show because Craig directly filtered the words by their meaning. If the words were unpleasant, he used different words. Another type which was not used by Craig in the Late Show was the type of euphemism especially borrowing. That type was not used by Craig Ferguson because the topic used in the show only focused on something general, not taboo such as religion, or racism of the country. In addition, Craig likes to use language which is already common so the word will be easy to understand by his guests and audiences.

4.2.2 Meaning relation of euphemistic uttered by Craig Ferguson in the Late Show

After analyzing the types of euphemism uttered by Craig Ferguson in the Late Show, the researcher found the meaning relation that contains euphemistic in the video by Craig Ferguson in the Late Show. It is stated by Rawson (1981:3), euphemism is "depicted as gentle pleasant in the word without using coarse word, excruciating, or hostile one". In this case, meaning relation is the important point of euphemism because it will be the awkward meaning of word if the speaker and listener get misunderstanding. On the other hand, the existing of the meaning relation in this video by Craig Ferguson in the Late Show is really helpful because the video showed that Craig Ferguson often uttered something hurting or unpleasant but he filtered them perfectly, so he did not hurt the speaker in the show. It could be seen when the guests choose to laugh rather than angry when Craig was saying unpleasant words. In addition, their conversation in the Late Show was still on the topic of the discussion, not out of the topic. It means that both of them understand each other. Here is the finding of meaning relations of euphemistic uttered by Craig Ferguson in the Late Show.

NO	Meaning Relation	Present
1	Synonym	+
2	Antonym a. Contradiction or true antonym b. Gradable antonym 'kontrer'	+ - -
3	Hyponym	-
4	Meronym	-

Based on table above the researcher found the most dominant meaning used in the video uttered by Craig Ferguson in the Late Show was **synonym**. It happened because there were different dialects between Craig Ferguson and his guests. It was used for minimizing misunderstandings between locution and illocution. On the other hand, the researcher also found the meaning relation which was not used by Craig Ferguson in the Late show, they were **hyponym and meronym**. It happens because the topic or the talk show was not a specific topic. The topic consists of jokes between Craig and his guests, so everything delivered was general when they were on the stage.

4.2.3 the function of euphemism used by Craig Ferguson in the Late Show

According to Liu Chunbao (2010), euphemism functions are divided into four, namely the function of being polite, the function of gloss-over, the function of avoiding taboo, and the function of disguising. In this case, the researcher focused on the result which existed on data 4.1.3 above. From the research from the video by Craig Ferguson in the Late Show, the researcher got findings as written in the table beneath :

NO	Euphemism Function	present
1	the function of being polite	+
2	the function of gloss-over	+
3	the function of avoiding taboo	+
4	the function of disguising	-

Based on the table above, the researcher found that the dominant function of euphemism in video uttered by Craig Ferguson in the Late Show was the function of being polite. It happens because that function is good for in the first impression when Craig Ferguson meets someone new or like what he does with his guests. It also happens with him because Craig often changes his guests more than five times in every section. On the other hand, the researcher did not find the function of disguising in the video uttered by Craig Ferguson in the Late Show. It happens because this function focuses on something ambiguity which has more than one word in meaning and also less information for supporting the words that Craig means.

Summary

Euphemism is a polite expression used to word or phrase to hide unpleasant idea also for avoiding the losing face in communication . based on data analysis, there are some euphemism that formed in the video uttered by Craig Ferguson in the Late Show. this research used 5 videos for analyzing and finding four types from five types of euphemism. They are in the form of shortening (abbreviation, diminutive, and omission), circumlocution, remodeling (phonological distortion), and semantic change (general for specific, part for whole, metaphorical transfer, widening, litotes, understatement, and indirection). In addition, there are sub types of euphemism which not exist in the video by Craig Ferguson in the Late Show (backformation, clipping, blending, and abstraction). However, there is a type of euphemism which not used in the video by Craig Ferguson in the Late Show, that is Borrowing. For the meaning relation of euphemism, which used in video by Craig Ferguson in the Late Show were synonym and antonym, except that are not exist there. The next is euphemism function which used in video by Craig Ferguson in the Late Show. In this case,

researcher find 3 function of euphemism which used in video uttered by Craig Ferguson in the Late Show, there are the function of being polite, the function of gloss-over, and the function of avoiding taboo. Then the one which not used is the function of disguising.

In conclusion, the used euphemism especially in the words or phrases uttered by Craig Ferguson in the Late Show are important and had many advantage because it could be replaced the unpleasant phrases or word to avoid the offense. however, euphemism was only costanly renaming things and repackaging the word to make the sounds better but it deal with the language custom. Then , euphemism was good instrument to avoid the loss of face and also gave the favorable impression to the public for hiding the dreathful fact.

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