

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Dysphemism is a style of language that is used to coarsen words, phrases, clauses or sentences with a specific purpose. For example, the word commonly is used to steal a dog-like animal bones, while steal is a phrase that use in badminton team “Eventually we managed to steal home the Thomas Cup trophy”. When in fact the act of stealing is a crime that can be punished by imprison. “A dysphemism is a word or phrase with connotations that are offensive either about the denotatum and/or to people addressed or overhearing the utterance” (Allan and Burridge, 2006, p.31).

Gomez describes, euphemism and dysphemism as two cognitive processes of conceptualisation, with countervailing effects (having the same base and resources but different aims and purposes), of a certain forbidden reality (2012, p.43), Both euphemism and dysphemism are used to explain some reality that considered as a taboo in society. Euphemism is to sweeten the taboo words while dysphemism is sharpening those words for unusual purpose.

The story of *Guardian of the Galaxy* revolves around Peter Quill and his friends who become the Guardians of the Galaxy, save the Xandar civilization, and defeat Ronan and his army. The film was produced by Marvel Studios and adapted from the marvel comic with same tittle. The use of dysphemism will influence the audience especially the kids and the teenager, and change the society views towards

some rude language. Dysphemism words that appear in the conversation of this movie are analyzed in this study.

The reasons of the writer choose the *Guardian of the Galaxy* movie to be analyzed is based on several reasons: First, because this was popular and good movie, so most of the people must have known it. The movie has won about 52 awards and nominate in 101 award, some example are: winning of International 3D & Advanced Imaging Society's Creative Arts Awards [2015](#) categorize 3D Feature – Live Action, winning of Hugo Award 2015 categorize Best Dramatic Presentation – Long Form, winning of Hollywood Music in Media Award (HMMA) 2014 categorize Best Soundtrack Album, winning Hollywood Film Award 2014 categorize Hollywood Blockbuster award, Golden Trailer Award 2015 categorize Best Music, etc. Second, because this is a superheroes movie, which is for all age and gender, has a good side of everything, the story line, the strong characterization of characters, message and moral values, and surely the use of language which are analyzed. Third, the superheroes movie should represent the good side as the exemplary for the addresser, which can be compared with bad side, but in this movie dysphemism words are being used quite a lot that we all know the dysphemism is for something bad. There is one example of dysphemism words like:

Guard: “*Peter Jason Quill, from Terra. Raised from youth by a band of mercenaries called the Ravagers, led by Yondu Udonta*”.

Peter Quil: “*Oh, I'm sorry. I didn't know how this machine worked.*”

Guard: “*What a bunch of a-holes.*”

From minutes 00:22:21 until 00:22:32

Above is part of conversation, when Peter and his friends caught by Xandarian guard and sent to the prison. The Guard said “What a bunch of *a-holes* (asshole)” directly to Peter and his friend. It means that the guard said that to mention them as a criminal, so dysphemism in this utterance appeared straightly or explicitly.

Based on explanation above the writer will only focus on the dysphemism utterances that can be found in the *Guardian of the Galaxy* movie. As for the other utterances that the writer will stumble upon will not defined as dysphemism thus making it unable to include towards the analysis.

1.2 Identification of the Problem

According to the background that has been understood and analyzed, the identification of problem are :

1. What are the forms of dysphemism words found in the “Guardian of the Galaxy” movie?
2. What are the functions of dysphemism words in the “Guardian of Galaxy” movie?
3. What are the lexical meanings of dysphemism utterances in the “Guardian of Galaxy” movie?
4. What are the contextual meaning underlying the dysphemism utterance in the “Guardian of Galaxy” movie?

1.3 Object of the Study

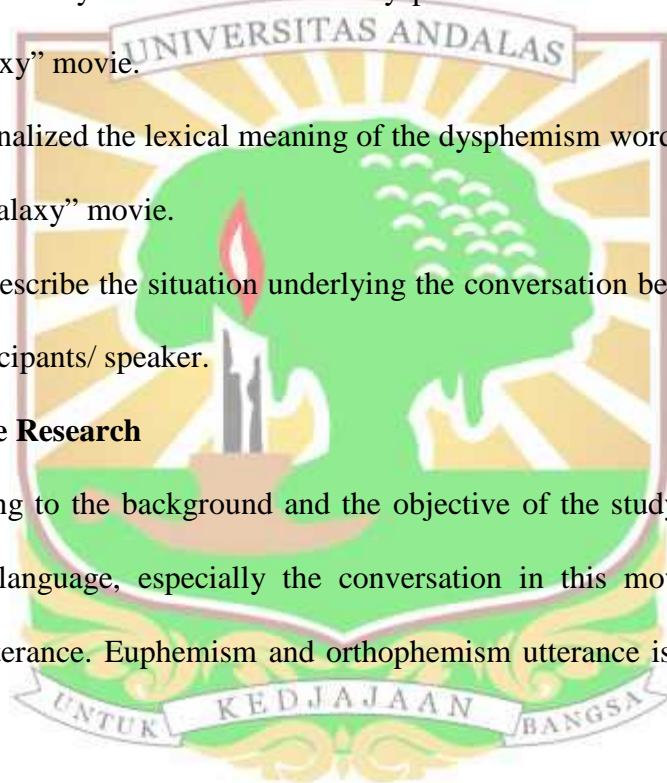
The Object of this research is to analyze the existence of dysphemism in *Guardian of the Galaxy* movie, the Object that being discuss are:

1. To identify the form dysphemism word that appear on the “Guardian of Galaxy” movie.
2. To classify the function of the dysphemism words in the “Guardian of Galaxy” movie.
3. To analized the lexical meaning of the dysphemism word in the “Guardian of Galaxy” movie.
4. To describe the situation underlying the conversation between and among participants/ speaker.

1.4 Scope of the Research

Rendering to the background and the objective of the study, this research is limited at the language, especially the conversation in this movie that uses the dysphemism utterance. Euphemism and orthophemism utterance is not included for analyzing.

Then dysphemism words are identified in *Guardian of the Galaxy* movie. A word or phrase will be counted as dysphemism when it is offensively hurt the opponent or hearer in part of a conversation, so it is depends on situational context. A word may appear as dysphemistic word in one place/ context, but in another place that exact same word become euphemism (positive meaning) or even orthophemism



(neutral meaning). As shown in the example from Allan and Burridge (2006), as follows:

Among a group of male squaddies in a boozier (soldiers in a bar), the term *shithouse* would most likely be non-dysphemistic and if one of them used the euphemism *loo* instead (other than jokingly), he would probably be laughed at; the term could be regarded as dysphemistic because it would be as insulting to the others as addressing them using baby language. (p. 32)

1.5 Research Methods

There are three stages in conducting this research, they are, collecting the data, analyzing the data, and presenting the result.

1.5.1 Source of Data

Source of data for this research is the conversations in *Guardian of Galaxy* movie 2014. Research data is dysphemism utterances as word, phrase, idiom, and expression. This research is categorized as descriptive research. Because the writer describe dysphemism based on data, the spoken conversation in the *Guardian of Galaxy*. The words in the utterances that contain dysphemism are identified. Based on it proportion affecting the senteces.

1.5.2 Collecting the Data

Data collection Techniques in the study using the non-participant observational The data is obtained through observation of the use of the languages, at the beginning the writer download the movie from the internet then watches the movie for several times, while watching the movie the writer listens the conversation,

next the writer select the conversation which is categorized as dysphemism, listen those conversation carefully for several time, and write the transcript for it (orthographical). To support in collecting the data transcript the writer uses Oxford Advance Learner's Dictionary 8th edition, Cambridge Advance Learner's Dictionary – 3rd editions (software) to check the spelling and the words intend to avoid mistyping.

1.5.3 Analyzing the Data

After all the data has been collected. The next step, researcher does transcription the utterances to written form to easier data analyzing. The writer writes the utterance that count as dysphemism. In analyzing the data, there are following procedures are used: (1) grouping the dysphemism form (2) deciding the function of dysphemism (3) interpreting the meaning of dysphemism.

To proposes the data as dysphemism. The writer use substitutional method by Sudaryanto (1993). The method that writer use is by changing the words that count as dysphemism which has negative meaning and substituting it with the word that have positive meaning (euphemism) or neutral meaning (orthophemism).

1.5.4 Presenting the Result

The result of the analysis will be presented with two method, formal and informal methods proposed by Sudaryanto (1993). The formal method is used for presenting the result of analysis using table. The informal method is used for presenting the result of analysis by using word or statement, with some explanation that could help to describe the writer point of view about dysphemism.

1.6 Key Words

Dysphemism : Dysphemism is an expression with connotations that are offensive either about the subject matter or to the audience, or both. Dysphemisms contrast with neutral or euphemistic expressions

Guardian of Galaxy : Guardians of the Galaxy is a 2014 American superhero film based on the Marvel Comics superhero team of the same name, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. It is the tenth film in the Marvel Cinematic Universe (MCU)

Descriptive : A descriptive area of study is one that is based on saying what its subject is really like, rather than on developing theories about it

Observation : The action or process of observing something or someone carefully or in order to gain information

