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08

EUPHEMISM IN DONALD TRUMP'S INAUGURATION SPEECH SEEN FROM PRAGMATIC STUDY

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Abstract

Euphemism phenomena as one of figurative language are commonly found in political speech. They are used as illegitimacy and alteration of reality and taboo with an offensive aim. For this reason, the aims of this paper are to find out the kinds of euphemism are employed and the relation function of euphemism to politeness. This paper applied qualitative research. The data are Donald Trump's inauguration speech. The result showing euphemism is varied, It is practiced to illustrate politeness, for avoiding bad connotation of a group or person, and to persuade.

Keywords:Euphemism, Political speech, politeness

Abstrak

Phenomena euphemism sebagai bahasa kiasan umum terjadi di dalam pidato politik. Mereka digunakan sebagai tipuan dan distorsi realitas serta menyoroti kata kata tabu. Paper ini bertujuan untuk mengetahui jenis euphemism yang digunakan, bagaimana penggunaannya berkaitan dengan kesopanan. Penelitian ini menggunakan metode kualitatif, dengan mengambil data pidato Donald Trump saat inauguration. Hasil penelitian menunjukkan bahwa penggunaan euphemism bervariasi yaitu untuk menghindari konotasi buruk kelompok atau orang, dan untuk membujuk.

Kata kunci:Euphemism, Political speech, politeness

A. INTRODUCTION

Language as a means of communication is not only a basis of information and the spread of ideology, but also a form of the duplicates of ideology and social legitimation. Two language devices which are frequently used in the political communication are euphemism and dysphemism. Euphemism is a mild or pleasant language used to prevent harsh or offensive language (Leech, 1981).

Politicians employ a euphemism in their speeches to make-up their language, that leads to deception and distortion of reality (Ruiz, 2017)

Wahid (2011) analyzed Obama's speeches through Leech maxims of the

politeness principle. This study disclosed the strong of politeness maxims especially the tact and approbation maxims embedded in a euphemistic expression.

Briefly, based on the aforementioned remarks this study analyzed Donald Trump inauguration speech as a gap from previous study. It was fascinating to examine the form of euphemism, how it was constructed and the general function of euphemism in relation to politeness strategy which is different from previous study.

The choice of Donald Trumps is uncommon, he is a figure of a successful businessman to become a president. He persuaded people through his speech by delivering his ideology. Trump famous with

white supremacy. By his own word he would be a sexual violator himself. Since he made the very easy language, he used hyperbola, emphasized with gesture and had a controversial policy. Regarding these, this study interested to analyze the language used by Donald Trump's inauguration speech.

B. METHOD

This paper used euphemism theory. It is an expression of politeness. As Allan and Burridge (1991 p.11) said that euphemism as an alternative way to dispreferred expression, the purpose to keep away from possible loss of face: either one's own face or, through giving offense, that of the audience, or of some third party. Allan and Burridge (2006), force or volume of their utterances. Includes: hedges, downtoners, booster

1. Kinds of Euphemism Rawson (1981)

- a. Positive euphemisms may be called stylistic euphemisms or exaggerating euphemisms. The positive ones increase and expand, making the euphemized items seem altogether grander and more important than they really are. British and American people, tend to use this technique of exaggeration to euphemize something unpleasant or embarrassing. For example: 'exterminating engineers' is used for rat catchers while 'beauticians' stand for hairdressers
- b. Negative euphemisms deflate and diminish. It can be called traditional euphemisms or tightening euphemism. They are extremely ancient, and are closely connected with the taboos. The term associated with negative phenomena such as, for example, war, drunkenness, crime, poverty.

There are several ways to form euphemism (Sebkova, 2012 p.8). The processes of euphemism are as follows:

1. Borrowing words derive from other languages such as: English, Latin, French.

In Latin expressions, for parts of the body employed by educators. The word related to medical terms taken from French is: *au naturel* for naked and *lingerie* for women's underwear.

2. Semantic change, it is divided into:
 - a. Circumlocution means expressing oneself in a round about way or in a circuitous way. It usually uses longer expressions. For example, 'little girl's room' means 'toilet'; 'flatulence' for 'farting'; 'perspiration' for 'sweat'; 'mentally challenged' for 'retarded'. e.g. "Are you mentally challenged?"
 - b. Widening is increasing the level of abstraction. For examples, 'solid human waste' for 'feces'; 'before I go' refers to 'before I die'
 - c. The metaphorical transfer is a comparison of one thing to other things. For examples, *blossom* for a *pimple*; the *cavalry's come* means menstruation.
3. Phonetic distortion comprises below:
 - a. Clipping and abbreviation. They are longer words which are reduced to shorter ones for examples of clipping is: *ladies* for *ladies room*; *brafor* *abrassiere*. Whereas for Abbreviation *BS* for *bullshit* or *BO* for *body odor*.
 - b. Reduplication is expressed by repeating all or part of a word. For example, *pee-pee* for *apissor*, *jeepers creeper* for Jesus Christ.
 - c. Distortion of pronunciation, for instance, 'shoot' or 'shite' for shit ; 'fudge' for fuck'; 'cripes' or 'crusty' for 'Christ'

Euphemism Function (Alwasilah, 1999, p.46; Wardhaugh, 2002 p.14) is follows:

- a. A euphemism may be used to substitute bad connotation of utterances.
- b. A euphemism may be used to protect someone or a group of people from the feeling of shame

- c. A euphemism may be used to replace the word to express their ideas.
- d. A euphemism may be used as an alternative to say a taboo word
- e. A euphemism may be used to neutralize unpleasant thing to be said
- f. A euphemism may be used to protect personal name or group.
- g. A euphemism may be used to amplify or exaggerate

In line, Leech (1983 p.131-139) proposes the aspects of observing politeness principles which consist of: tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim).

- a. Tact maxim is diminishing cost of other and maximizing benefit to others.
- b. Generosity maxim is minimizing benefit to self and maximizing cost to self.
- c. Approbation maxim requires to decreasing dispraise of other and maximizing praise of another.
- d. Modesty maxim, the participants must minimize praise of self and maximize dispraise of self
- e. In Agreement maxim there is the propensity to maximize agreement between self and other people and minimize disagreement between self and other.
- f. Sympathy maxim elucidates to minimize antagonism between self and other and maximize sympathy between self and other.

2. Leech’s Politeness Principle

Leech proposes (1983) the politeness principle into following aspects:

- a) To minimize the expression of impolite beliefs
- b) To maximize the expression of polite beliefs

Qualitative research is examined in this paper. This approach refers to research procedures which produce descriptive data

(Bogdan and Taylor, 1975 p. 4 and Bogdan and Biklen, 1998 p.29). In data collection, this study conducts a reading process, Noting, underling, Extracting data from the speech.

To find out the records, the procedures proposed by Miles et al. (2014,p.7) is considered to be utilized in this paper.

Table 1 Example of data condensation process

No.	Speech	Reduced data
	<p>“The establishment protected itself but not the citizens of our country</p> <p>Their victories have not been your victories. Their triumphs have not been your triumphs.”. (Trump’s speech, 2017)</p>	<p>Their victories have not been your victories. Their triumphs have not been your triumphs.</p>

There are different methods for answering each research question based on the theory which is required. Below is the detail enlightenment of the way how to answer RQ-1, and RQ-2

The first research question, what kinds of euphemisms is used in this study, the analysis use theory of Rawson (1981). There are positive euphemism and negative euphemism.

For example:

Types of Euphemism expression

Datum 1

“We, the citizens of America, are now joined a great national effort to rebuild our country andrenovate its promise for all our people.

Together, we will determine the course of Americafor many, many years to Come”.(Trump’s speech 20017)

The first research question is a kind of positive euphemism which is found in the first datum.The word “we” refer to positive euphemism. He applied “we” instead of “I” it show his integrity not individualism. “We”are

also inclusive pronoun. Trump starts the speech with an expectant message deliberated to petition to all Americans to join, to rebuild and to renovate their country. Trumps persuade citizens to build their country. Language that Trump used tends to euphemistic expression and exaggerated. It can be seen e.g. :*"Togetherness will bring American citizen strongest country";**"Together we will face the challenge"*.

C. ANALYSIS AND DISCUSSION

This paper examines euphemism used by Donald Trump, president in his first inaugural address that held on 20 January 2017. This part will explain the findings of problems specifically focusing on the types of euphemistic expression, that they will be deserved theory of Rawson (1981) and Allan and Burridge (1991). The next is the relationship function of euphemism into politeness will be discussed using Brown and Levinson's theory and leech's theory

The first analysis is based on Rawson's theory (1981) as the limitation to present the findings. There are two types, positive euphemism and negative euphemism. The finding of Euphemism in Donald Trump inauguration speech as can be seen below:

Datum 1

We, the citizens of America, are now joined a great national effort to rebuild our country and renovate its promise for all our people.

Together, we will determine the course of America for many, many years to come.

Together we will face challenges. We will confront hardships. But we will get the job done.

The first analysis is a kind of positive euphemism which is found in the first datum. Trump starts his speech with an expectant message deliberated to petition for all Americans to join to rebuild and renovate their country. The statement which underlain tends to positive euphemism. Trump speech is

exaggerating, full of ambition in delivering his message. The form of euphemism is semantic change.

The word we, to invite the people of America to unite and build the country. It is tact maxim. It used to maximize the expression of beliefs. Euphemism may be applied as politeness to amplify the purpose of the speech.

Datum 2

"Washington flourished, but the people did not share in its wealth". This condition is literally factual.

Euphemism creates in speech above. Washington has become one of the most flourishing parts of the United States even in the world in recent decades. Meanwhile, many of the countries in the USA have stagnated. That statement refers to positive euphemism. It can be seen from the word "flourished" Donald Trump employs imagery, listening Washington as a developed country like a blossom. The form of euphemism in datum 2 is a semantic change especially methaform.

Tact maxim also applied in the datum 2. Euphemism expression is used to substitute the idea. It is linked to the politeness principle that maximizes the expression of beliefs.

1. Result Table Analysis of Euphemism Expression

No	Word or phrase Euphemism	Kinds		Formation.Devices						
		Po	N	bo	ci	w	m	r	D	
1	We,Hardship	√				√				
2	Flourished	√				√				
3	Victories have not been..	√				√				
4	Remembered as the day...	√				√				
5	The oats of office I take today	√				√				
6	Depletion of your military	√				√				
7	Over the horizon	√				√				
8	Left behind and ripped		√			√				
9	America first	√				√				
10	Let you down	√				√				
11	We will shine..	√				√				
12	Bible		√			√				
13	Radical Islamic terrorism	√				√				
14	Black or brown...	√				√				
15	National pride		√				√			

Note :

- Po :positive euphemism
- Ne :negative euphemism
- Bo :borrowing
- Cir :circumlocution
- W :widening
- M :methaphorical transfer
- C :clipping
- R :reduplication
- D :distortion of pronunciation

2. Result table analysis euphemism related to politeness

No	Euphemism expression	Leech's Politeness principle					
		tm	gm	am	mm	Ag.m	sm
1	Datum 1	√					
2	Datum 2	√					
3	Datum 3	√					
4	Datum 4	√					
5	Datum 5				√		
6	Datum 6	√					
7	Datm 7	√					
8	Datum 8	√					
9	Datum 9				√		
10	Datum 10	√					
11	Datum 11	√					
12	Datum 12	√					
13	Datum 13	√					
14	Datum 14				√		
15	Datum 15	√					

Regarding table above, this paper finds 15 datum contain euphemism. They are 12

positive euphemisms and 3 negative euphemism. In addition the form of euphemism in the formula of semantic change is 14 forms and 1 is borrowing taken from another language. In this analysis Euphemism employes politeness which is proved by applying tact maxim in most of the datum and modesty maxim 4 times.

D. CONCLUSION

This present study euphemisms expression is used by the Donald Trump in the first inaugural address held on 20 January 2017 since he is elected as 45th president of the United States of America in Washington D.C. The time duration is shorter 16 minutes and about 5,567 words. This study shows that Donald Trump uses several kinds of euphemistic expression based on Rowson (1981).

Donald Trump's speech tends to exaggerate, as well as stylistic euphemism is mostly applied in the speech. In addition, besides cooperation most communication is directed by politeness.

It might be seen that Donald Trump president deliberates his position as the number one person in the USA by using a euphemism that is used as a weapon to deceive the public where the conference is about state problems. Donald Trump is mostly produced in his inauguration speech to deliver of dramatic euphemism.

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