

DYSPHEMISM USED IN SELECED EPISODES OF *SOUTH PARK* ANIMATED SERIES SEASON 1 (1997)

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ABSTRACT - Dysphemism is an expression that involves the deliberate selection of words or phrases that are offensive, derogatory, vulgar, aimed to emphasize negativity, showing disapproval, or simply to display intimacy, which perfectly portrayed in this animated series. South Park animated series brings the ordinary, extraordinary, and peculiar plots, ranging about daily incidents until supernatural theme. This animated series challenged mainstream media by displaying offensive and strong language used by the characters throughout the series. The purposes of this research are; First, to identify the types of dysphemism. Second, investigate the motives of dysphemism. Third, discover the most dominant type and motive of dysphemism. The researchers employed the theories from Allan and Burrige (1991) to analyze the types and motives presented in these episodes. This research was conducted in qualitative research. The researchers used technique of documentation to collect the data and employed content analysis technique to analyze the data. The results are; First, there are seven types of dysphemism identified in the selected episodes; (a) Profanity, (b) Dysphemistic epithets, (c) Euphemistic dysphemism, (d) Dysphemistic euphemism, (e) "-ist" dysphemism, (f) Dysphemism in forms of naming and addressing, (g) Verbal play. Second, there are four underlying motives of dysphemism; (a) Fear and distaste, (b) Hatred and contempt, (c) Desire to offensively demonstrate such feelings and to downgrade the denotatum, (d) Amuse an audience. Third, the most dominant type of these episodes is profanity, which identified in 40 occurrences, and the most dominant motive is the desire to offensively demonstrate such feelings and to downgrade the denotatum, identified within 84 occurrences.

Keywords: Dysphemism, *South Park* Animated Series, Types

ABSTRAK – *Disfemisme* adalah ekspresi yang melibatkan pemilihan kata atau frasa yang menyinggung, menghina, vulgar, yang bertujuan untuk menekankan hal yang negatif, menyampaikan ketidaksetujuan, atau sekedar menunjukkan keakraban, ekspresi ini secara sempurna digambarkan dalam serial animasi ini. Serial animasi *South Park* memiliki alur cerita beragam, mengenai kejadian yang biasa terjadi sampai cerita dengan alur supernatural. Serial animasi ini menantang media kebanyakan, dengan menampilkan bahasa-bahasa yang menyinggung dan kasar, digunakan oleh karakter-karakternya sepanjang series ini. Tujuan dari penelitian ini adalah untuk; Pertama, mengidentifikasi tipe-tipe disfemisme. Kedua, menginvestigasi motif-motif disfemisme. Ketiga, menemukan tipe dan motif disfemisme yang paling dominan. Peneliti menggunakan teori dari Allan dan Burrige (1991) untuk menganalisa tipe dan motif yang dihadirkan di dalam episode-episode terpilih. Jenis dari penelitian ini adalah penelitian kualitatif, peneliti menggunakan teknik dokumentasi untuk mengumpulkan data dan menggunakan konten analisis teknik untuk menganalisis data. Hasil dari penelitian ini adalah; Pertama, terdapat tujuh tipe disfemisme teridentifikasi di dalam episode-episode pilihan; (a) Profanity, (b) Dysphemistic epithets, (c) Euphemistic dysphemism, (d) Dysphemistic euphemism, (e) "-ist" dysphemism, (f) Dysphemism in forms of naming and addressing, (g) Verbal play. Kedua, terdapat 4 motif dibalik penggunaan disfemisme; (a) Fear and distaste, (b) Hatred and contempt, (c) Desire to offensively demonstrate such feelings and to downgrade the denotatum, (d) Amuse an audience. Ketiga, tipe yang paling dominan di dalam episode-episode ini adalah profanity; ditemukan sebanyak 40 penggunaan, dan motif yang paling dominan adalah desire to offensively demonstrate such feelings and to downgrade the denotatum, yang ditemukan di dalam 84 kejadian

Kata Kunci: *Disfemisme*, animasi series *South Park*, Tipe

INTRODUCTION

Humans are social beings who engage in continual interaction and communication with one another. Humans need language as the essential means of interaction. Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols (Sapir, 1921). In communicating with others, language typically used within context, it does not occur in space.

Along with that, Pragmatics is a branch of linguistics that discuss about language through the user's perspective. This study examining the interplay between language and context, specifically focusing on the grammatical aspects or information encoded within the structure of language. (Yule, 1996), states Pragmatics is the field of study that focuses on language from the perspective of its users. Therefore, Pragmatics frequently delves into the unspoken meanings that lie beneath the surface of dialogues. It recognizes the significance of understanding what is not explicitly stated and explores how perceptual, cultural, or mental factors may influence the balance between the spoken and unspoken aspects of communication..

Typically in a conversation, we tend to soften our language when addressing certain issues or conditions that are totally opposed from our opinions or feelings. This expression later on called as euphemism (sweet talking), which is used as an alternative to a non-preferred expressions, in order to avoid possible loss of face; either one's own face or, through giving offense that of the audience, or some third party (Allan & Burridge, 1991). In contrast of euphemism, there is this expression that prefers to be bold by speaking offensively when addressing issues, ideas, person, or condition that are frustrating them, being totally opposed from one's opinion, or simply wanted to insult or wound them. This is a form of linguistic phenomenon known as dysphemism.

Dysphemism involves the deliberate selection of words or phrases that are offensive, derogatory, or vulgar, aimed to emphasize negativity, showing disapproval, or simply to provoke strong reactions. Allan and Burridge define dysphemism as an expression with connotations that are offensive either about the denotatum and/or to people addressed or overhearing the utterance (Allan & Burridge, *Forbidden Words: Taboo and the Censoring of Language*, 2006). Along with the previous statement, Cuddon characterized dysphemism as a not fair 3 speech. According to Cuddon, dysphemism is the opposite of euphemism which emphasize defects –as in saying 'a filthy dirty race' (Cuddon, 1979). According to the insights provided by the experts, the researchers defined dysphemism as an expression that highlights defects, downgrade, shames directed at the addressee or listeners, third party that overhear utterances, or sometimes directed both ways, when discussing certain issues. Furthermore, dysphemism is perceived not only to strengthen particular meanings and contexts but also to evoke stronger emotional reactions, emphasize negative connotations, this expression also can

be employed to intensify the impact of the message conveyed, building solidarity or bonds, as a rhetorical device, or merely used in humorous purpose.

Nowadays, dysphemism can be observed across wide ranges of entertainment media, including radio streaming, songs, books, television programs, and any other similar platforms. Among those media, television programs have emerged as a popular choice for entertainment among many people. Various language phenomena were served and can be observed within television programs, offering a rich and diverse linguistic landscape for exploration. By choosing motion pictures as the primary data source for this research, it gives significant benefits in obtaining a diverse range of data needed related to dysphemism phenomenon.

Television programs had developing into several categories, including animated series. Normally, the dialogues in animated series were subtle or soften since it usually aims for teenagers or children audiences. There are many Western animated series that employing a strong and offensive language in delivering issues through the dialogues. South Park Animated Series is one of them. South Park is an American animated television series created by Trey Parker and Matt Stone. It initially premiered in 1997 and was developed for Comedy Central Channel under the guidance of Brian Graden. It was the first weekly-program to be rated TV-MA (specifically designed and intended for adults, and may not be suitable for children under the ages 17). South Park has broadcast a total of 325 episodes till this day. This series has gained significant recognition, receiving a total 18 nominations, with several more nominations and winning four Emmy Awards for the Outstanding Animated Program in 2005, 2007, 2009, and 2013.

South Park Animated Series revolves around the lives of four boys; Stan Marsh, Eric Cartman, Kyle Broflovski, and Kenny McCormick, and their experience in and around the fictional town of South Park, located in Colorado. The plots in South Park frequently originate from a diverse array of events, ranging from the mundane to the supernatural and extraordinary occurrences within the town. South Park frequently employs bizarre techniques in its story line, various happening gags, featuring violence and sexual contexts, includes casual references to popular culture, and it is satirically portrays many public figures. The characters in the series may appear to use dysphemistic expressions when addressing other people, such as calling other by using a derogatory terms, for instance calling someone as little dildo, or addressing someone based on their physical appearance or mental disabilities, such as fat boy, fat bitch, or stupid. These illustrations depicted how epithets as parts of dysphemism were displayed in the series. Along with the usage of many dysphemistic terms in its dialogues, South Park has seemed to be suitable source of data for this research.

The researchers observed that some individuals still struggle to distinguish between taboo and dysphemism. Recognizing this, the researchers views it as valuable opportunities to contribute in understanding this language phenomenon by offering information and insights on dysphemism and its motives within academic environment. By choosing South Park as a case

of study, the researchers intends to delve deeper into the topic of dysphemism and gather relevant information that aligns with the previously mentioned aspects. Analyzing the language and context within this series can offer valuable insights and expected to contribute in a comprehensive understanding of dysphemism as a linguistic phenomenon. The purpose of a problem statement is to identify the types of dysphemism appeared in the selected episodes of South Park Animated Series Season 1.

LITERATURE REVIEW

Pragmatics

Pragmatics is a branch of linguistics that deals with the use of language in various contexts and how people generate and interpret meanings through language. Pragmatics can be usefully defined as the study of how utterances have meanings in situation (Leech, 1983). Along with this statement, Yule mentioned that Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) it has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrase in those utterances might mean by themselves (Yule, 1996). Consequently, Pragmatics analysis explores phenomena such as speech acts, politeness strategies, conversational implicates, and context-dependent meaning. Offering a novel interpretation of existing material or integrating new interpretations with established ones.

The advantage of studying language through the lens of Pragmatics offers the ability to explore the nuanced aspects of communication, including allowing researchers to explore and analyze individual's intended meanings, assumptions, purposes or goals, as well as specific types of actions they are engaging in when communicate. The researchers can go beyond the surface-level understanding of language and explore the deeper intentions people's utterances. It provides a framework for analyzing how speakers use language strategically to achieve their communicative goals, convey their thoughts, express emotions, and influence others.

Dysphemism

Dysphemism derived from the negative dys- prefix which means "bad, abnormal, difficult", and from the Greek peme which means "speech, voice, utterances, a speaking" (Rabiyeva, 2022). According to the Oxford English Dictionary, dysphemism described as a derogatory and unpleasant terms used in place of pleasant or neutral terms.

The phenomenon of dysphemism was first documented in 1927 by Albert Carnua, which later characterized this phenomenon as a form of expression involving mockery and rudeness. Dysphemism involves the utilization of language that carries negative connotations, expresses derogatory sentiments, or offensive within the context of speech interactions and cultural norms.

Rababah in Firdaus mentioned that the characteristics of dysphemism are direct and negative (Firdaus, 2018). As stated by Allan and Burrige (1991), dysphemism described as an expression with connotations that is offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason. Dysphemism is the use of an expression that includes offensive connotations or negative qualities, either directed at the subject it refers to or towards the audience, and in some cases both. It is deliberately chosen as a substitute for a neutral or euphemistic expression precisely for the purpose of being offensive, provocative, or sarcastic. Dysphemism employed as a verbal resources for being abusive, or simply letting off steam. Dysphemism involves the use of expressions or terms that acquire a negative or offensive connotation due to the specific context and circumstances in which they are employed. It is a form of a language a person uses that can cause offense to other human beings, to gods, even to dangerous animals (Allan & Burrige, 1991). Furthermore, Allan added that dysphemistic expressions may be used to offend and they may be used non-dysphemistically to display intimacy (Allan, 2012).

According to Allan and Burrige (1991), dysphemism falls into several categories: profanity, dysphemistic epithet, euphemistic dysphemism, dysphemistic euphemism, “-ist” dysphemism, dysphemism in forms of naming and addressing, cross-cultural dysphemism, and verbal play. The researchers used the theory from Allan and Burrige (1991) to determine the types of dysphemism in this research, since it covers all the types mentioned from the other experts and is specifically designed to dysphemism.

1. Profanity

Profanity defined as “bad, unseemly, irreverent, and impious”. Allan and Burrige had extended the meaning of profanity to comprehend not only “taking the Lord’s name in vain”, but also invocations of hell and the devil (Allan and Burrige, 1991). Profanity is dysphemistic since it violates a religious taboo. It involves the coarse uses of what is considered as sacred.

Datum 1:

KYLE: we told you they were real Cartman. Sorry to hear about your ass.

CARTMAN: (Extremely angry) **Goddammit**, they didn’t do anything to my ass! It was just a dream!

(Episode 1, minutes 02:59-03:05)

This word considered as dysphemistic expression, illustrated in the type of profanity in dysphemism. The inclusion of references to religious concepts, such as the words **goddammit** add a layer of blasphemy or disrespect towards sacred elements in Christianity. In this context, the characters used profanity in order to express their anger and frustration towards the addressee. Profanity is often used to express strong emotions like anger, frustration, or exclaimed, which was depicted in the dialogues above.

2. Dysphemistic Epithet

Epithets are various types of slurs, usually this also refer to appearance, physical disabilities, mental disabilities, or other characteristics (Battistella, 2005). Allan and Burrige (1991) describe epithets as the comparisons of people with animals

conventionally ascribed certain behaviors (calling someone a mouse, rat, snake, etc.), it may also derived from tabooed bodily organs, bodily effluvia, and sexual behaviors, the ascriptions of mental or physical inadequacy; idiot, fuckwit, four-eyes, and so on, and the terms of insult and disrespect, some of which invoke slurs on the target's character.

Datum 2:

CHEF: Say, did any of you children see the alien spaceship last night?

CARTMAN: HUH?!

STAN: Yeah, **fat boy** saw it!

CARTMAN: No! Th-that was just a dream! And I'm NOT fat, I'm bigboned.

(Episode 1, minutes 02:17-02:25)

This example featured the use of dysphemistic expressions in the dialogues that fall into dysphemistic epithets type. Stan referred to Cartman's physical appearance by using the term **fat boy**, despite the fact that his brother was just a baby. In both instances, these expressions are considered dysphemistic epithets as they involve derogatory remarks about someone's appearance and mental capabilities.

3. Euphemistic Dysphemism

When a speaker wants to add emphasis condition through swearing without offense, they may employ a minced oath. The words considered euphemistic dysphemism when the illocutionary act is dysphemistic, conveying a stronger effect, while the locution is euphemistic, intended to avoid offending others.

Datum 3:

MRS. CARTMAN: Eric, look who's here!

CARTMAN: Dude, **WEAK** mom!

KYLE: Come on, Eric, we're going to go play at the bus stop.

(Episode 1, minutes 15:37-15:40)

This type of dysphemism used words that considered as dysphemistic in the illocutionary but the locution is euphemistic as showed in the dialogues above. In the dialogues provided, Cartman used the term **weak** to describe his mom, he implied that she failed to keep her promise not to disclose his whereabouts to his friends. In this context, weak functions as a euphemism for "traitor", as Cartman refrains from explicitly used a more direct term, given that it was his mother who shared the information. This expression perfectly portrayed the dysphemistic expression that fall into euphemistic dysphemism type.

4. Dysphemistic Euphemism

In contrast of euphemistic dysphemism type, the locution (the actual words used) of this type is dysphemistic, but the illocution (the intended meaning or function) is not.

Datum 4:

CHEF: Fire Drill!! Fire Drill, everybody out! Okay children, this is your chance. (The boys all take off)

STAN: **Killer**, thanks Chef.

(Episode 1, minutes 10:46-10:51)

This example illustrates a case of dysphemistic euphemism. The term **killer** typically carries negative connotations, often associated with something harmful or dangerous. However, in this context, Stan employed the term to express his admiration and amazement towards Chef. Despite the inherent negative associations with the word, his intention was not to convey anything harmful or negative; instead, he used **killer** as a form of praise or compliment in this particular context. This demonstrates how a word with negative connotations can be employed euphemistically to convey a positive or approving sentiment.

5. “-ist” Dysphemism

This is a form of racist, sexist, ageist, or any other putdowns. All of these have the same dysphemistic pivot: they fail to demonstrate respect for some 16 personal characteristic that is important to Hearer-or-Named’s self-image (Allan & Burridge, 1991).

Datum 5:

FEMALE VOICE: I’m Sally Struthers...

(Sally steps in front of the camera; a big, fat pig)

SALLY STRUTHERS: These children are in desperate need, and only you can help.

STAN: Hey, who’s that fat **chick**?

KYLE: Sally Struthers, dude. She used to be on Full House.

(Episode 8, minutes 01:16-01:22)

The example was showing the term **chick** to refer women. It can be considered sexist in dysphemism, since it can be seen as demeaning. In this case, referring to a woman as a **chick** can be seen as reducing woman to a stereotypical and superficial representation based on the gender. It can imply a lack of respect by reducing woman to a sexualized or diminished status.

6. Dysphemism in forms of Naming and Addressing

This type of dysphemism, addressed other people by giving them an inappropriate, offensive, embarrassing names or titles. It could work as showing the intimacy or bonds among the speakers and listeners, or simply used this type of dysphemism in order to insult the addressee.

Datum 6:

KYLE: HEY!! IF YOU VISITORS CAN HEAR ME – BRING ME BACK MY LITTLE BROTHER GODDAMMIT

CARTMAN: Ow! That hurts, you **butt licker**!

(Episode 1, minutes 11:50-11:56)

The dialogues considered as dysphemism in forms of naming and addressing. Cartman called Kyle as a **butt licker** as a reaction for Kyle as he screamed in Cartman’s ear. It hurts him, and he intended to hurt Kyle’s feeling by calling him a butt licker. This word considered as dysphemism, Cartman used that word in order to addressing other person by using derogatory and vulgar terms.

7. Cross-Cultural Dysphemism

Cross-cultural dysphemism can be viewed differently based on the cultural norms, values, and the meanings associated with specific words. What may be considered offensive or derogatory in one culture might be acceptable in another culture. For instance, the word *fanny* in American English is commonly used as a euphemism for one's buttocks and is often used in a casual or playful manner. However, in British English, *fanny* is slang for the vulva, which gives it a dysphemistic connotation in that culture. This illustrates how the same term can be perceived as either euphemism or dysphemism depending on the cultural norms and interpretations associated with it.

8. Verbal Play

Verbal play dysphemism refers to the use of linguistics technique and wordplay to convey negative or derogatory meanings in a playful or humorous manner. It involves the intentional manipulation of words, often through puns or other forms of linguistics creativity. Allan and Burridge (1991) examine this type of dysphemism using the classic examples in Monty Python's *Life of Brian*, they displayed this type of dysphemism as in the words Biggus Dickus, Peter for penis, Miss Muff that refers to vagina, and so on.

Datum 7:

CARTMAN: No, Kitty! Bad Kitty! No, Kitty, this is my pot pie! MOMM! Kitty's being a dildo!

(Cartman's mother appears from the kitchen)

CARTMAN'S MOM: Well then I know a certain **kitty-kitty** who's sleeping with mommy tonight.

(Episode 1, minutes 14:38-14:50)

The word **kitty-kitty** is considered as wordplay. In this context, Cartman initially addressed his cat as "dildo" in a humorous or playful way, likely meant to express his annoyance. Cartman's mom then engaged in wordplay by incorporating the term **kitty-kitty** into her response. By using that term **kitty-kitty**, she playfully substituted and referred to the term Cartman used earlier (dildo), indicated that it would sleep with her tonight, creating a humorous twist through linguistic substitution. Wordplay often involves clever or playful manipulation of language, and in this case, it added a comedic element to the dialogue.

METHODOLOGY

This research was conducted using a qualitative research, which emphasis on words rather than number (Maxwell, 1996). As part of the qualitative design, the researchers employed the content analysis method in this research. The use of content analysis method was to conceptualize the process of assigning categories to text passages as a qualitative-interpretive act (Philip, 2014).

The researchers used South Park Animated Series as the primary source in this study. The focuses of this study is to investigate the dysphemism phenomenon in South Park Animated Series Season 1 based on the first, fifth, 28 sixth, and the eighth episodes. This season was first broadcasted on August 13th 1997, which consists of 13 episodes with approximately 20 to 22 minutes per episode. To access the animated series, the researchers streamed it online through their official South Park website, <https://www.southparkstudios.com/>. The second source of data for this study was obtained from the scripts of South Park Animated Series. The scripts were downloaded from the official website of South Park, <https://www.southparkstudios.com/>. To ensure the transcript's accuracy, the researchers cross-validated by comparing the monologues and dialogues featured in the series.

The researchers used South Park Animated Series and its scripts as the basis of the researchers's documentation and analyze them in relation to the research objectives. The researchers needed several steps to collect the data: 1) watched the series and read the transcriptions from the series, 2) matched the transcriptions and dialogues in the series, 3) Highlighted the identified dysphemism words, 4) Classified the data, and 5) selected the potential episodes. The writing should be direct and precise, and it should always be written in the past tense.

The researchers employed content analysis technique in this research. According to Qualitative Data Analysis: an expanded sourcebook (Miles & Huberman, 1994), there are 3 steps of analyzing qualitative data; data reduction, data display, and conclusion drawing or verification. During this phase, the goal is to ensure that the findings of the research are substantiated by the data collected and correspond with the research objectives.

RESULT AND DISCUSSION

The researchers uncovered a total of 149 dysphemistic expressions in the analyzed episodes. In alignment with the initial research question, these expressions were systematically categorized based on their types, utilizing the framework proposed by Allan and Burrige (1991), which encompasses eight distinct categories. The findings indicated that these expressions manifest across a diverse range of characters in the episodes. According to the results, seven types of dysphemism were identified based on Allan and Burrige's (1991) theory; profanity, dysphemistic epithets, euphemistic dysphemism, dysphemistic euphemism, "-ist" dysphemism, dysphemism in forms of naming and addressing, and verbal play.

Types of Dysphemism Appeared in the Selected Episodes of the First Season of *South Park* Animated Series

No	Types of Dysphemism	Occurrences
1.	Profanity	40
2.	Dysphemism in Forms of Naming and Addressing	39

3.	Euphemistic Dysphemism	25
4.	Dysphemistic Epithet	21
5.	“-ist” Dysphemism	10
6.	Verbal Play	8
7.	Dysphemistic Euphemism	6

a. Profanity

Originally, profanity referred specifically to language or behavior that showed disrespect or contempt for sacred things, particularly religious beliefs. However, this value had change. The definition of profanity has expanded to encompass a wider range of “bad language” or offensive expressions. Today, profanity is commonly understood to include vulgar, obscene or socially taboo. It encompasses words, expressions, or gestures that are often avoided in formal or polite contexts due to their potential to offend or cause discomfort. Allan and Burrige had extended the meaning of profanity to comprehend not only “taking the Lord’s name in vain”, but also invocations of hell and the devil (Allan and Burrige, 1991).

Datum 8

MR. HAT: You hear me? You go to hell! You go to hell and you die!

MR. GARRISON: Guess you’ll have to take your seat, Kyle.

KYLE: **DAMN IT!**

(Episode 1, minutes 06:45-06:52)

The word **damn** is a comparatively mild oath, taking the Lord’s name which is not to be spoken but fear and reverence. Exclamations such as damn, goddamn, hell, Jesus, and Jesus Christ are seen and heard frequently, but they are not nearly as troubling to most people as other words available for expressing surprise, anger, disgust, and so on (Rawson, 1989).

This dysphemistic expression is a result of the linguistic process known as end-clipping, where a part is cut from the end of a word. It falls under the category of profanity within dysphemism. The word’s original form derives from the Latin *damnare*, meaning to inflict loss or to condemn (Rawson, 1989), which the speaker shortened to **damn**. In this scenario, Kyle employed the phrase **damn it!** to intensify the impact of his message. He used this expression to vent his frustration at Mr. Hat for not allowing him to be excused from class. This example effectively illustrates the use of profanity as a means of dealing with stress or expressing anger towards the addressee.

Datum 9

KYLE: Dude, what does the note say?

STAN: **Holy crap!** It says she wants to meet ME at Starks Pond after school.

(Episode 1, minutes 08:41-08:48)

The expression **holy crap** uttered by Stan carries a dysphemistic effect, although it is considered less profane than more explicit phrases like *holy shit* or *holy fuck*. The use of ‘crap’ retains a sense of vulgarity, as it refers to something unworthy or of poor quality. Despite incorporating the religious element ‘holy’, the expression maintains its savory nature (Firdaus, 2018).

In a neutral context, taking the Lord’s name is often avoided to prevent offense and blasphemy. However, Stan employs **holy crap** as a way to convey an impolite exclamation without directly using more explicit language. The choice of ‘crap’ in this expression allows for a level of intensity or surprise while still falling within the bounds of milder profanity. Furthermore, this illustration succeeded to capture the level of surprised Stan has experienced.

b. **Dysphemism in Forms of Naming and Addressing**

Dysphemism in forms of naming and addressing involves the use of derogatory or offensive terms when referring to someone or something. It includes employing language that is intentionally harsh, disrespectful, or critical. This may be applied in various ways, such as name-calling or mocking titles. It can create a hostile or disrespectful tone in communication. It is often used to express strong disapproval, dislike, criticism, or contempt toward the subject being referred to.

Datum 10

PHILIP: Take that you **stupid dick!**

KYLE’S MOTHER: WHAT did he say?!

(Episode 6, minutes 02:29-02:31)

This illustration falls under the type of dysphemism in forms of naming and addressing. The term “stupid” is an insult suggesting a lack of intelligence or understanding, while “dick” is a vulgar term for the male reproductive organ. Combining these words creates a demeaning and disrespectful expression that aligns with the intention of this type, which is to belittle, insult, or to downgrade the denotatum. The sentence above perfectly captured the portrayal of dysphemism in forms of naming and addressing.

Datum 11

SHELLY: No, I mean what the HELL ARE YOU DOING TO GRANDPA?!

(Stan looks down at the rope in his hand, then follows it up over a crossbeam, and finally sees grandpa at the other end, hanging by the neck)

STAN’S GRANDPA: (Choking) Tug...a...little...harder...Billy...

STAN: AAAGH!

(Stan lets go of the rope and grandpa crashes to the ground.)

SHELLY: **You little jerk**, you were trying to kill grandpa!! I’m telling mom!!

(Episode 6, minutes 10:14-10:29)

According to Rawson, 'jerk' is defined as a fool or dummy, characterizing a person of absolutely no importance (Rawson, 1989). The term 'jerk' is an informal slang expression suggesting that the person being referred to, was unpleasant, irritating, or behaving in an obnoxious manner. In this context, Shelley refers Stan as a **little jerk** as he "attempted" to harm his grandpa. She used this expression which involved the use of offensive or derogatory language to describe her own brother, and 'jerk' falls into this category due to its negative connotations.

c. Euphemistic Dysphemism

A speaker might employ for a minced oath when seeking to express strong emotions or emphasis through swearing without causing offense. In this type of dysphemism, the illocutionary function (expressive) is dysphemistic. However, the locution, or the literal expression used, is euphemistic, serving to tone down the potential offensiveness and prevent discomfort for the listener. This allows the speaker to convey intensity or emphasis without directly causing offense, but still delivered the intended messages conveyed.

Datum 12

MR. HAT: I'm your friend, Mr. Hat, Stan. You can tell me anything. Now, who hits you, is it your father, or your mother?

STAN: Oh, neither. It's my sister.

MR. GARRISON: (Indignantly) Your sister?! Oh for Pete's sake, **don't be such a little wuss**. Stop wasting Mr. Hat's time with **pansy little foo-foo problems**, and, give me back my cocoa!

(Episode 5, minutes 03:53-04:12)

The phrases **don't be such a little wuss** and **pansy little foo-foo** were both characterized as dysphemistic expressions that falls into euphemistic dysphemism type. These expressions were uttered by Mr. Garrison towards Stan who had been hit by his sister. Mr. Garrison expressed his disapproval at the idea of being hit by a woman and urged Stan not to act like 'a little wuss', which means a derogatory slang term implying that the person is weak, timid, or lacking in courage. He then mentioned that this issue is associated with a **pansy little foo-foo** which refers to weakness or lack of toughness, and it is a playful or colloquial way of expressing frivolity. So in the overall context, these phrases employs the words that considered as euphemistic to tone down the potential harshness, but the outcome of these expressions is dysphemistic, which is to convey disapproval or criticism towards Stan's demeanor. These expressions effectively captured the euphemistic dysphemism type, as it attempts to balance between toning down the language and conveying a disapproving or mocking tone.

Datum 13

KYLE: No, Cartman, we're going in there and splicing Fluffy and my elephant together.

CARTMAN: It's okay Fluffy. I won't let them hurt you.

KYLE: It's just a stupid pig.

STAN: Yeah, quit being such a **baby**.
(Episode 5, minutes 05:29-05:37)

The dialogues above draw the illustration of dysphemistic expression in the forms of euphemistic dysphemism. The use of the term 'baby' in this context is a milder way of characterizing someone as being overly sensitive, complaining, or immature. Compared to more direct and potentially harsh language, 'baby' serves as a somewhat softened or euphemistic substitute. On the other hand, the phrase as a whole is still critical and implies that the person is being overly emotional or behaving in a way considered childish. The term 'quit' adds a command or directive, enhancing the notion that the person should toughen up or stop behaving in a perceived weak manner. This phrase perfectly portrayed euphemistic dysphemism through Stan's utterance, this balance between toning down the language with a milder term while still conveying disapproval or a mocking tone characterizes the expression as a euphemistic dysphemism.

d. Dysphemistic Epithet

Dysphemistic epithet here is comparison of people with animal that are conventionally ascribed certain behaviors, epithets derived from tabooed bodily organs, bodily effluvia, and sexual behaviors, ascriptions of mental or physical inadequacy, and finally there are terms of insult or disrespect, some of which invoke slurs on the target's character (Allan and Burrige, 1991). Dysphemistic epithet refers to a derogatory or offensive term or expression used to describe or characterize someone or something. Dysphemistic epithets are intentionally negative or harsh. These expressions often carry a critical or contemptuous tone or manner to the addressee or the denotatum.

Datum 14

CARTMAN: Stan wants to kiss Wendy Testaberger.
STAN: Shut up, **fat ass**! I don't even like her!
(Episode 1, minutes 08:23-08:29)

Referring to someone as **fat ass** is considered a dysphemistic epithets because it involves using disrespectful or offensive language to describe a person's physical appearance, specifically their weight. The term **fat ass** combines a reference to an individual's body size with crude and derogatory term, the use of the term **fat ass** is likely to be hurtful or disrespectful. In this context, Wendy handed Stan a letter in front of the boys in the cafeteria, knowing that Stan had a crush on Wendy, Cartman immediately teased Stan. Despite Stan's initial denial and subsequent anger towards Cartman, he retaliated by calling him a fat ass to insult him in return. This response effectively employed a dysphemistic epithet to demean the target, which in this case, Cartman.

Datum 15

CARTMAN: God damn it, I didn't have an anal probe! Screw you guys, I'm going home!
KYLE: Go on and go home you **Fat Chicken**!

(Episode 1, minutes 12:42-12:49)

Referring to someone as a **fat chicken** can be considered a dysphemistic epithet for several reasons. First, using the term ‘fat’ to describe someone is often seen as disrespectful and derogatory, as it focuses on their physical appearance in a negative connotation. The term ‘chicken’ adds another layer by implying weakness, fearfulness, or lack of courage, which can be demeaning. In essence, the combination of ‘fat’ and ‘chicken’ in this context is intended to insult and belittle the person by emphasizing both their physical size and suggesting a negative characteristic. Finding the whole scenario absurd, Cartman chose to leave and go home, abandoning Kyle. In response, Kyle labeled him a **fat chicken**, implying both his physical appearance and his perceived cowardice. The use of dysphemistic epithets typically involves language that is intentionally offensive, disrespectful, or hurtful, and the use of the words **fat chicken** falls into this category by employing derogatory terms to criticize and demean the individual.

e. **“-ist” Dysphemism**

The use of “-ist” dysphemism typically involves when a speaker implies a biased or prejudiced attitude toward a particular group of people, and any other instances. This type includes, sexist, racist, ageist or any other putdowns, indicating discrimination or unfair manner based on gender, race, or age.

Datum 16

CARTMAN: I would never let a woman kick my ass. If she tried anything, I’d be like, **“hey, you get your bitch ass back in the kitchen, and make me some pie!”**

STAN: My parents don’t even believe that she beats me up. They think she’s all innocent and sweet, but I know that she’s an evil bitch!

CARTMAN: Be a man Stan. Just say, **“Hey woman, ye-you shut your mouth and make babies.”**

(Episode 5, minutes 00:51-01:12)

The illustrations above depicted dysphemistic expressions that fall into sexist dysphemism. The sentence **you get your bitch ass back in the kitchen** is considered sexist because it includes offensive language and embodies a derogatory and demeaning attitude toward a person, particularly based on their gender. In this case, the use of the term ‘bitch’ is a derogatory and sexist slur often directed at women. The sentence reinforces traditional gender stereotypes by suggesting that a woman’s place is in the kitchen, perpetuating an outdated and demeaning view of women’s roles.

Same goes with another sentence stated by Cartman, which **hey woman, you shut your mouth and make babies**. In this case, the use of the term ‘woman’ is not inherently offensive, but the subsequent command to “shut your mouth and make babies” is both dismissive and reinforces harmful gender stereotypes. The statement is offensive because it reduces the role of women to silence and reproduction. It perpetuates an outdated and sexist view of women, suggesting that their primary purpose is to fulfill certain societal expectations. The use of offensive language and the reinforcement of gender stereotypes

contribute to the characterization of these sentences as sexist dysphemism, as it employs derogatory expressions to convey a discriminatory and disrespectful message towards women.

f. Verbal Play

Verbal play is a dysphemistic play on words involves the use of metaphor and figurative language to substitute neutral terms with negative or impolite ones. In this type, the speaker may apply these words to offend or tease the hearer or denotatum.

Datum 17

CHEF: Hello children. I thought I'd check and see how our little entrepreneurial venture is going.

KYLE: Rotten, they're both really drunk, but they won't have sex.

CHEF: Ohh, children, you just can't stick a drunk pig with a drunk elephant, and, and, expect them to do the **mattress mambo**. You need to set the mood.

(Episode 5, minutes 11:45-12:02)

In this scenario, the children intended to splice the DNA of an elephant and a pig to create a pot-bellied elephant. Chef then suggested they attempt to make the animals drunk and encouraged them to engage in romantic activities. Following Chef's advice, the kids tried to get the pig and the elephant drunk, but despite their efforts, the animals still did not engage in sexual behavior.

The term **mattress mambo** falls under the category of wordplay dysphemism. This term employs wordplay to playfully refer to sexual activity. It uses humor and a light-hearted approach to convey the idea of engaging in sex. This expression effectively portrayed wordplay dysphemism by amusingly alluding to sexual intercourse.

g. Dysphemistic Euphemism

Dysphemistic euphemism refers to a linguistic phenomenon where offensive or harsh language is used in a way that is intended to sound less direct or explicit. In this type, the illocutionary act, or the intended effect, is euphemistic, as the speaker seeks to convey their message with a softer impact. However, the locution, or the actual words chosen, is dysphemistic, carrying negative connotations or using harsh language that might be offensive.

Datum 18

KYLE: Mr. Hat, May I please be excused from class?

(Mr. Garrison shoves his puppet hand violently in Kyle's face, and changes his voice)

MR. HAT: Well, Kyle, NO! You hear me? **You go to hell, you go to hell and you die.**

(Episode 1, minutes 06:41-06:49)

Mr. Hat serving as the embodiment of Mr. Garrison's negative traits, engaged in a dialogue when Kyle sought permission from Mr. Garrison to leave the classroom in search of his missing brother. These utterances can be characterized as dysphemistic euphemism.

Although Mr. Hat conveyed the message **you go to hell, you go to hell and you die**, his underlying intention was merely to instruct Kyle to return to his seat. However, the use of threatening language and a harsh manner rendered the expression offensive in nature, this expression aptly exemplified the functioning of dysphemistic euphemism, aimed to convey neutral or softened terms while employing words with a negative or harsh connotation.

CONCLUSIONS

There are 7 types of dysphemism identified in the selected episodes of South Park Animated Series Season 1, they are; profanity, dysphemistic epithets, euphemistic dysphemism, dysphemistic euphemism, “-ist” dysphemism, dysphemism in forms of naming and addressing, and verbal play. The prevalent types observed in the analyzed episodes are primarily profanity with 40 instances and dysphemism in forms of naming and addressing within 39 instances. These dominant types aligned with the most dominant motive identified, which is the desire to offensively demonstrate such feelings and to downgrade the denotatum, which identified in 84 occurrences. These dominant types may also serve as a depiction of the community, reflecting their closeness, bonding, and friendship. According to Allan and Burrige (1991), one of the purposes of employing dysphemism is to highlight the intimacy among friends and family.

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