

*DOUBLESPEAK IN “LA LA LAND” MOVIE*

*SKRIPSI*

*Submitted in Partial Fulfillment of the Requirements.*

*For the Degree of Sarjana Pendidikan (S.Pd)*

*English Education Program*

*By:*

**SUTANTRI**

***NPM. 1402050130***



**FACULTY OF THE TEACHER TRAINING AND EDUCATION**

**UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA**

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Nama Lengkap : Sutantri  
N.P.M : 1402050130  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Doublespeak in La La Land Movie

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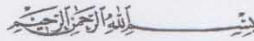
Sutantri

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



MAJELIS PENDIDIKAN TINGGI  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN  
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)



**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara  
Fakultas : Keguruan dan Ilmu Pendidikan  
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris  
Nama Lengkap : Sutantri  
N.P.M : 1402050130  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Doublespeak in La La Land Movie

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Diketahui oleh:  
Ketua Prodi

(Mandra Saragih, S.Pd, M.Hum.)

Dosen Pembimbing

(Yayuk Hayulina Makurung, S.Pd, M.Hum)

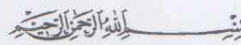


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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**BERITA ACARA**

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata 1  
Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Kamis, Tanggal 05 April 2018, pada pukul 09.00 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa:

Nama : Sutantri  
NPM : 1402050130  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Doublespeak in La La Land Movie

Dengan diterimanya skripsi ini, sudah lulus dari ujian Komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd).

Ditetapkan : ( A ) Lulus Yudisium  
( ) Lulus Bersyarat  
( ) Memperbaiki Skripsi  
( ) Tidak Lulus

Ketua

PANITIA PELAKSANA

Sekretaris

Dr. Elfrianto Nasution, S.Pd, M.Pd.

Dra. Hj. Samsuurnita, M.Pd

ANGGOTA PENGUJI:

1. Dra. Diani Syahputri, M.Hum

2. Rini Ekayati, SS, MA

3. Yayuk Hayulina Manurung, S.Pd, M.Hum

1.

2.

3.

## ABSTRACT

**Sutantri. 1402050130. *Doublespeakin La La Land Movie*. A Thesis.English Education Program of Faculty of Teacher Training and Education, University of Muhammadiyah Sumatera Utara. Medan 2018.**

This study investigates the application of William Lutz's theory. The study deals with the study of "Doublespeak in La La Land Movie". This study attempts to answer the three formulation of the problem, namely: (1) what kinds of doublespeak are used in La La Land movie, (2) what was the most dominant kinds used in La La land movie, and (3) why did the most dominant kinds of doublespeak occur in La La Land movie. This study uses a descriptive qualitative method to analyze the data in form of transcript containing doublespeak expression used in the movie "La La Land". Later the analyzing of the data started from watching the movie "La La Land" and also reading the script and then selecting and marking the utterances or any expressions that can be identified as doublespeak. The result shown in the movie "La La Land" used four kinds of doublespeak: (1) Euphemism, (2) Jargon, (3) Gobbledygook, and (4) Inflated Language. From this study the researcher found the dominant kinds of doublespeak is Euphemism 17 (47.22%). Euphemism came out as the most dominant kind of doublespeak because the environment in the story affects and requires its character to use a more formal language, especially environment where Mia and Sebastian live.

**Keywords:***Doublespeak, Semantic, La La Land.*

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Sutantri

1402050130



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# CHAPTER I

## INTRODUCTION

### **A. The Background of the Study**

Communication is a systemic process in which individuals interact with and through symbols to create and interpret meanings (Wood, 2005). The meaning of our communication is not only in what we say, but in how the other person responds. How they respond reveals what we actually communicated in spite of what we thought we said.

As social creature, people can not be separated from influences of others, and almost all human activities are connected to other people. The way to keep good social relationship in verbal communication, the speaker must avoid the term or the words which is insulting the listener, embarrassing the interlocutor, attaching the listener's self esteem or in another word make the listener loss his face. The term kown as dangerous word, taboo word or dyphemism which known by speaker but avoided in some, most, or all forms or context of speech, for reason of religion, decorum politness, and etc. It is clear when we used taboo word it means we attack the listener or make the listener undergoes loss is face.

Allan & Burrige (1991: 52) say tht the subject of taboo can vary widely like in sex area, bodily effluvia, bodily function, death, religious matter, dangerous animal, political issue even, and diseases. Sometimes people hardly to mention the specific organ of reproduction because the name of the specific organ

is taboo to be mentioned and they prefer to change the name of specific organ into other terms.

Taboo words were prohibited to mention and give the bad effect, people create new words or renamed them to get better sound but still have a meaning that related to it. That is the reason why they applied doublespeak. Centralized to William Lutz (1989), doublespeak use an alternative to dispreferred expression in order to avoid possible loss of face either one's own face or through giving offense, that of the audience, or of some third party.

Doublespeak can be used for formal and informal situation, depending on the used and context. Formal usage such as when there was a meeting or at school was definitely using a better and polite language. While informally speaking to friends, we also used more polite language, so not offends her.

The speaker should express or communicate the language politely. And using good and right language to anyone like an older person, peer, and younger. and used the language according to the situation and conditions wherever you were, for example when you were in school, then you should use a more polite and formal language.

But, based on the researcher experience at SMPN 39 Medan in academic year 2017-2018 in VIII grade. Many students who did not use the language properly and correctly, including the teacher though. And sometimes they could not put according to the situation where they are. Especially since their residence was a coastal area. So that they were influenced by the environment in where they lived.

For those certain words that could not be said, people were not going to talk about these words, or if these words were said about, people should talk about in roundabout way to rename and repackage them in getting 'better' sound. They might apply "*Doublespeak*" so as to avoid mentioning to certain matters directly as mentioned above. According to William Lutz (1989: 347-348) has defined *doublespeak* as "language which pretends to communicate but doesn't. It is language which makes the bad seem good, the negative seem positive, the unpleasant seem unattractive, or at least tolerable. It is language which avoids, shifts or denies responsibility; language which is at variance with its real or purported meaning. It is language which conceals or prevents thought".

Doublespeak is the distortion, changing or switching of words to make unpleasant, tricky or otherwise negative situation not sound as awful. However, there are still many people do not know doublespeak clearly, especially English Doublespeak. It is difficult for them to use and understand the meaning of the doublespeak. Because of their incomprehension, they do not care anymore how to substitute of an inoffensive expression to be more politely. They just use the words or expressions as they please as long as the interlocutors understand. So there is no more effort to change the impolite expressions to be soften. The people's ignorance in using doublespeak in communication can be found in a movie. The words they used in the script do not longer meet the rules of doublespeak. According to William Lutz (1989) types of doublespeak are Euphemism, Jargon, Gobbledygook, and Inflated language.

Therefore, one of the interesting things to be analyzed is *La La Land* movie. This movie used many words contained doublespeak so that it was important to be analyzed how doublespeak was used in it. The reason why the topic was chosen because in this paper, the type of doublespeak could be discovered in the movie *La La Land* revealing the functions of doublespeak used in this movie.

### **B. The Identification of the Problem**

From the background of the study above, there are three problems that could be identified as follows:

1. The students do not know the kinds of doublespeak used in La La Land Movie.
2. The students do not know the most dominant kinds of doublespeak in La La Land movie.
3. The students do not know the reason of using those kinds of doublespeak in La La Land Movie.

### **C. The Scope and Limitation**

Based on the background of the study, the researcher focused on Semantics. The writer focused on the analysis of the dialogues of the La La Land movie script.

#### **D. The Formulation of the Problem**

The problems of this research were formulated as follows:

1. What kinds of doublespeak are used in La La Land Movie?
2. What was the most dominant kinds used in La La Land Movie?
3. Why did the most dominant kinds of doublespeak occur in La La Land Movie?

#### **E. The Objectives of the Study**

The objectives of the study were formulated as follows:

1. To find out the kinds of doublespeak used in the La La Land Movie.
2. To find out the most dominant kinds of doublespeak used in La La Land Movie.
3. To described the reason why the most dominant kinds of doublespeak occurs in La La Land Movie.

#### **F. The Significant of the Study**

The finding of this reserach was expected to be useful theoretically and practically:

1. Theoretically
  - a. The researcher hoped the result of this reserach will be adventageous to her especially and the readers generally, in order to understand the doublespeak and its kinds and functions.



b. This study could be useful for the reference in learning activities.

2. Practically

a. To add the readers' knowledge about the use of doublespeak in communication.

c. For the other researcher as a practical sources to do further research related to this topic.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

Theoretical framework is presented in order to make a clear concept that will be applied in this study. This concept is useful for analyzing the data that are related to the topic by using the terms of related theories. Many theories are approached on this study, but the theory of Doublespeak by William Lutz were chosen to accomplish this study.

##### **1. Semantics**

Semantics is the study of meaning words, and sentences. Lehrer (1974) cites that semantics, the study of meaning is a vast field touching on most of the structure and function language as well as problem psychology, philosophy, anthropology.

Bauerle cited in his book titled Semantic from Different Point of View that the word semantic refers to a quite peculiar theory of meaning. This theory assumes that language consist of special (structured) objects, which become meaningful by their being related to certain other subject speak in the world. Among these other subject we have to imagine such abstract objects as function, especially truth function.

It can be concluded that semantics is commonly considered to be the study of meaning (and related notions) in language in the study of linguistics reference and truth conditions in language.

### **1.1 Definition of Meaning**

The word meaning is quite ambiguous. It is commonly used to show equivalence between expressions within a language, such as mother means female parents or between languages, such as mere means mother in French.

Besides that, Amos (2001) said that when people talk, they generally talk about things, events, and situations in the world. They are able to do this because they represent connections between the expressions of their language and extralinguistic phenomena in a fully systematic way. The meaning of a sentence is to a large extent dependent on the ways in which the words and phrases from which it is constructed can be related to situations in the world. Speakers of language can speak effectively with each other, because they use the same procedures for computing the meaning of syntactically complex phrases from the meaning of their parts.

Kempton (1980) says that there are three main ways in which linguists and philosophers have attempted to construct explanations of meaning in natural language :

1. By defining the nature of word meaning
2. By defining the nature of sentence meaning
3. By explaining the process of communication

In the first way, word meaning is taken as the construct in terms of which sentence meaning and communication can be explained. In the second, it is sentence meaning which taken by basic, with words characterized in terms of the systematic contribution they make to sentence meaning. And the third, both sentence and word meaning are explained in terms of the way in which sentences and words are used in the act of communication.

According to Saeed (2004) meaning must be something exist in the mind rather than the words so that it must be more abstract than picturess of features. When people say something to another person, they have to make the same object which intended, the object not must be concrete, but the object is abstract. For example when Indonesian talk about mystic around in Mount Merapi, all of the meaning of the mystic will not be understood by the foreign listener because the concept about mystic is not the same, otherwise the Eskimos people know more than 9 name of snow or ice that each term have different meaning.

Even Leech (1997) support this statement by dividing meaning into :

1. Meaning as reference

It is said the meaning of linguistics signs is what that sign refer to, what it stand for in the real world.

2. Meaning as mental concept

It is considered that the meaning of linguistics sign is the mentl concept it stand for, that the meaning of a word is the idea it conveys or arouses in the mind of the speaker of hearer.

### 3. Meaning as usage

It is the meaning of a word as the ability to use that word in ways other people will understand, and to understand it when uttered by other people.

## 1.2 Types of Meaning

According to Leech (2005: 10) he dividing meaning into seven types or ingredients giving primacy to conceptual meaning. The seven types of meaning according to Leech are as follow :

### 1. Conceptual Meaning

Conceptual meaning is also called logical or cognitive meaning. It is an inextricable and essential part of what language is such that one can scarcely define language without referring to it. Conceptual meaning are the essential or core meaning while other six types are the peripheral. It is peripheral in as sense that it is non-essential. Contrastive features underline the classification of sound defines it positively, by what features it possesses and also by implication negatively, by what features it does not possess.

### 2. Connotative Meaning

Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. It is something that goes beyond mere referent of a word and hints at its attributes in the real world. For example the conceptual content of woman is + human +female + adult but the psychosocial connotations can be gregarious or easy to break the

ice with the new people, having maternal instinct attributes of womanhood like babbling, experienced in cookery, instinct for develop the child.

### 3. Social Meaning (Stylistic Meaning)

Stylistic meaning is that which a piece of language conveys about the social circumstances of its use. Social meaning is related to the situation which an utterance is used, it is concerned with the social circumstances of the use of a linguistic expression. For example, some dialectic words inform us about the regional and social background of the speaker. When we listen to the Javanese speaking we can guess directly that a speaker is a Javanese. We know that through the style which is used the Javanese generally. The sound more lower than other language and there are so much word choice that have to be used in proper situation and proper hearer.

### 4. Affective or Emotive Meaning

Affective meaning is refer to emotive association or effect of words evoked in the reader, listener. It is what is carried about the personal feeling or attitude to the listener. For Leech, affective meaning is refers to what is convey about the feeling and attitude of the speaker through use of language (attitude to listener as well as a attitude to what he is saying).

### 5. Reflected Meaning

Reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of a word forms part for our response to another sense. Leech says that in church service the Holy Ghost and the comforter refer to the third in Trinity. The comfort sounds warm and comforting

although in the religious context, it means the strengthener of supporter, while The Holy Ghost sounds awesome or wonderful. Although they are similar but unconsciously there is a response to their non-religious meaning too. therefore the comforter sounds warm and comforting while the Ghost sounds awesome/wonderful even dreadful.

#### 6. Collocative Meaning

Collocative meaning consist of the associations a word acquires on account of the meaning of words which tend to occur in its environment. words collocate or co-occur with certain words only for example pretty and handsome share common ground in the meaning good looking, but may be distinguished by the range of nouns with which they are likely to co-occur. However, they little different from each other because of collocation or co-occurrence. The word pretty collocates with girls, woman, village, gardens, flowers, and etc. Handsome collocates with boy, man, car, vessel, overcoat, and etc.

#### 7. Thematic Meaning

Thematic meaning refers to what is communicated by the way in which a speaker or a writer organize the message in terms of ordering focus and emphasis. We can see the active and passive sentence, though its conceptual meaning is the same. For example (A) Mr. Adam donate the first prize to the church and (B) the first prize was donate by Mr. Adam. Various parts of the sentence also can be used as subject, object, or complement to show prominence. It is done through focus, theme (topic) or emotive emphasis. Thematic meaning help us to understand the message and its implications properly.

### 1.3 Semantic Field

If we examine something of the nature of the relations words may enter into with other words of the same language that is sense relation : here are concerned with to called semantic field.

Lehrer (1974) cited that theories of semantic fields that the vocabulary of a language is structured, just as the grammar and phonology of language are structured-the words of language can be classified into set which are related to conceptual field and divide up the semantic space or the semantic domain in certain ways. Nida explain that a semantic domain consist essentially of a group of meaning (by no means restricted to those reflected in single words) which share certain semantic components. For example when talking about the house, we can refer to the building and all of component itself such as a window, door, floor, wall, roof, and etc. All of the component/features of a house, we call as semantic field or semantic domain of house.

Akmaijan (2001) was conducted that words belonging to the same semantic field undergo similar semantic change. Semantic field analysis uses features to show the relationship of lexical items within a field or domain. For example, if we studied the word iron, we could also look at toaster. Vacuum cleaner, and the other items in the household tools domain. The features or components help us index the meaning of words, separate the various meaning of individual words, and analyze relationship between similar words.

Semantics field plays a role in semantic change. The word hot and cold are antonym describing physical temperature. With pair of antonyms, if one number



undergoes a metaphorical extension, the other tends to change in a parallel position. In colloquial styles, we can speak of a hot car (stolen car), hence we would refer phrase cold car to one that is not stolen, on the ground that semantic field in a parallel position, and not just single members of the field.

#### **1.4 Semantic Change**

Semantic change happens along with the time and the development of its society. Centralized to Allan and Burridge (1991:31) euphemism and dysphemism motive language change, they do it by promoting new expression or new meanings for old expression and causing existing vocabulary to be abandoned.

Fromkin (1997) state that are three ways in which a lexical item may change semantically, its meaning may become broader, meaning may its meaning may become narrower, its meaning become shift.

O'grady stated the changes involved one of the phenomena :

1. Semantic broadening is the process in which the meaning of a word turns into more general or more inclusive than the earlier form, such as the word aunt used to mean father's sister become father or mother's sister.
2. Semantic narrowing is process in which the meaning of a word turns into less general or less inclusive than the earlier meaning. Such as, the term fowl used to mean any bird becomes a domestic bird.

#### **2. Taboo Word**

Taboo word is a word known to speaker but avoid in some, most, or all forms or context of speech, for reason of religion, decorum, politeness, and etc.

The word taboo come from the Tongan, an Austronesian language which mean prohibited behavior. It is prohibited because it is believe to do be dangerous to certain individuals, or to society as a whole. The dangerous of the taboo word are can insult the listener, its means the taboo word will break the good relationship between speaker and hearer, and if we mention the taboo word some people will consider that we are impious or impolite.

Allan and Burridge's (2006:234) Book entitled *Forbidden Words: Taboo and Censoring* of language said in contemporary western society, taboo and euphemism are closely related to the concept of politeness and face (basically, a person self-image). Generally, social interaction is oriented toward behaviour that is gracious and respectful, or at least inoffensive. Participants have to consider whether what they are saying will maintain, enhance, or damage their own face. As well as to be considerate of, and care of, the face need others.

Common swear word like *fuck!* Was include in taboo words. Hence to avoid words seen as offensive, obscene, or somehow disturbing to listener or reader, the taboo words will be euphemis. It is like Allan's quote in *Natural Language Semantics* (2001) as follows:

*“ A taboo term, a strong dysphemism, is often replaced by more positively euphemistic words or phrase whose original meaning has been semantically extended to create a new sense for it. For instead, instead of saying “my father died” someone may said “my father passed away”*

Thus taboo words including swear words such a “*fuck!*” and “*hell*” have doublespeak term : “*freak!*” and “*heck*”. Taboo word comprise some kinds, there are:

a) Taboo of fear

For example: name of the dead area taboo in some society, taboos on the name of God, Names of dangerous animal, etc

b) Taboo of delicacy

For example military: *pacify* means “be killing” *neutralize* means “kill selected targets”.

### 3. Literary Work

Literature has many definitions, most of expert have defined it differently. Barnet (2003:75) says that literature is about human experiences but the experiences embodied in literature are not simply the shapeless experiences the chaotic passing scene captured by a mindless, unselective camcorder. Another definition of literature comes from Eaglaton (1996:2) who states that literature is a kind of writing which in the words of the Russian critic Roman Jacobson, represents an organized violence committed on ordinary speech, it transforms and intensifies ordinary language, deviates systematically from everyday speech.

The discussion about literature can take perception to the article value. Literature usually reveals the situation or the problems that occur accurately in social life. Thus literature can be defined as the description of human experiences by means of the writer material from early time.

The term genre usually refers to one of the three classical literary forms of epic, drama, or poetry. As cited from Klarer (2004), among the various attempts to classify literature into genres, the triad epic, drama, and poetry has proved to be the most common in modern literary criticism. Movie is one of the types of literary works.

According to Petrie (2000:8) movie is form of entertainment that gives visualization through a sequence of images giving some pictures of continuous movement and it is also called term that create story into motion pictures completed by audio as an as a form dramatic performance that is recorded as a moving image, even it added special effects to make a magnificent image. Moreover, movie is truly a motion picture, a flowing, ever changing stream of images and sounds sparkling with freshness and vitality all its own, fluid blend of image, sound, and motion possessed by a restless compulsion to be vibrantly alive, to avoid the quite and he statuic.

### **B. Doublespeak**

Doublespeak is the language that pretends to communicate but really doesn't. It is language that makes the bad seem good, the negative appear positive, the unpleasant appear attractive or at least tolerable. Doublespeak is language that avoids of shifts responsibility, language that ia at variance with its real or purported meaning. It is language that conceals or prevents thought; rather than extending thought, doublespeak limits it.

Doublespeak is not a matter of subjects and verbs agreeing; it is the incongruity between what is said or left unsaid, and what really is. It is the incongruity between the word and the referent, between seem and be, between the essential function of language-communication-and what doublespeak does-mislead, distort, deceive, inflate, circumvent, obfuscate.

Lutz (1989: 2-6) distinguishes between four kinds of doublespeak: *euphemism, jargon, gobbledygook, and inflated language*. *Euphemisms* can be considered doublespeak, according to Lutz, when they are not used just because of sensitivity for people's feelings or because it is a social or cultural taboo to use the expression itself, but when they are used with the purpose of mystifying, misleading, or covering up something unpleasant; or simply when they are used to alter our perception of reality (1989: 2-3).

The second form of doublespeak, according to Lutz, is *jargon*. It is used when the speaker or writer wants to manifest profundity, authority or prestige. But the result, Lutz claims, is rather pretentious obscure language which make very simple issues seem complicated. Similarly, when jargon is used to impress instead of express and makes the ordinary profound and the obvious insightful, it can also be considered a form of doublespeak (1989: 3-5). *Gobbledygook* or *Bureaucratese* is defined by Lutz as the effort to overwhelm the audience with words. They are words assembled together in order to sound impressive and the bigger the words and the longer the sentences the better (1989: 5). However, as Lutz points out, when it is later looked at more closely, the sentences usually do not make much sense (1989: 5-6). *Inflated language*, which Lutz define as designed to make the

ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or thing that would not normally be considered important; to make the simple seem complex (1989: 6) is, according to Lutz the fourth and last form of doublespeak. He maintains that is usually quite easy to spot this kind of language and it is usually rather more funny than dangerous (1989: 6).

Lakoff and Johnson (1980) claim that when we perceive language metaphorically, we conceptualize it in terms of space. The metaphor is worded as linguistic expression are containers and their meanings are the content of those containers (1980: 127-128). This can also be considered an example of iconicity in language (cf. Haiman 1980, 1983). Thus, we expect that the more form there is, the more contents there is. Such perception of language is reinforced by the writing system the longer something is, the more content it has. We can thus infer that using inflated language violates the perception of language in terms of this metaphor, as inflated language is usually based on the strategy the longer you speak and the less information you convey, the better.

### **C. Kinds of Doublespeak**

There are at least four kinds of doublespeak:

#### **1. Euphemism**

The first kind of doublespeak is Euphemism, an inoffensive or positive word or phrase used to avoid a harsh, unpleasant, or distasteful reality. But a euphemism can also be a tactful word or phrase which avoids directly mentioning

a painful reality, or it can be an expression used out of concern for the feelings of someone else, or to avoid discussing a topic subject to a social or cultural taboo.

When you use a euphemism because of your sensitivity for someone's feelings or out of concern for a recognized social or cultural taboo, it is not doublespeak. For example, you express your condolences that someone has "passed away" because you do not want to say to a grieving person, "I'm sorry your father is dead". When you use the euphemism "passed away", no one is misled. Moreover, the euphemism functions here not just to protect the feelings of another person, but to communicate also your concern for that person's feelings during a period of mourning. When you excuse yourself to go to the "restroom" or you mention that someone is "sleeping with" or "involved with" someone else, you do not mislead anyone about your meaning, but you do respect the social taboos about discussing bodily functions and sex in direct terms. You also indicate your sensitivity to the feelings of your audience, which is usually considered a mark of courtesy and good manners.

However, when a euphemism is used to mislead or deceive, it becomes doublespeak. For example, in 1984 the US State Department announced that it would no longer use the word "killing" in its annual report on the status of human rights in countries around the world. Instead, it would use the phrase "unlawful or arbitrary deprivation of life", which the department claimed was more accurate. Its real purpose for using this phrase was simply to avoid discussing the embarrassing situation of government-sanctioned killings in countries that are supported by the United States and have been certified by the United States as

respecting the human rights of their citizens. This use of a euphemism constitutes doublespeak, since it is designed to mislead, to cover up the unpleasant. Its real intent is at variance with its apparent intent. It is language designed to alter our perception of reality.

The Pentagon, too, avoids discussing unpleasant realities when it refers to bombs and artillery shells that hit civilian targets as “incendiary ordnance.” And in 1977 the Pentagon tried to slip funding for the neutron bomb unnoticed into an appropriations bill by calling it a “radiation enhancement device.”

## **2. Jargon**

A second kind of doublespeak is jargon, the specialized language of a trade, profession, or similar group, such as that used by doctors, lawyers, engineers, educators, or car mechanics. Jargon can serve an important and useful function. Within a group, jargon functions as a kind of verbal shorthand that allows members of the group to communicate with each other clearly, efficiently, and quickly. Indeed, it is a mark of membership in the group to be able to use and understand the group’s jargon.

But jargon, like the euphemism, can also be doublespeak. It can be and often is pretentious, obscure, and esoteric terminology used to give an air of profundity, authority, and prestige to speakers and their subject matter. Jargon as doublespeak often makes the simple appear complex, the ordinary profound, the obvious insightful. In this sense it is used not to express but to impress. With such doublespeak, the act of smelling something becomes “organoleptic analysis”,



glass becomes “fused silicate”, a crack in a metal support beam becomes a “discontinuity”, conservative economic policies become “distributionally conservative nations”.

Lawyers, for example, speak of an “involuntary conversion” of property when discussing the loss or destruction of property through theft, accident, or condemnation. If your house burns down or if your car is stolen, you have suffered an involuntary conversion of your property. When used by lawyers in a legal situation, such jargon is a legitimate use of language, since lawyers can be expected to understand the term.

However, when a member of a specialized group uses its jargon to communicate with a person outside the group, and uses it knowing that the non member does not understand such language, then there is doublespeak. For example, on May 9, 1978, a National Airlines 727 airplane crashed while attempting to land at the Pensacola, Florida, airport. Three of the fifty-two passengers aboard the airplane were killed. As a result of the crash, National made an after-tax insurance benefit of \$1.7 million, or an extra 18¢ a share dividend for its stockholders. Now National Airlines had two problems: it did not want to talk about one of its airplanes crashing, and it had to account for the \$1.7 million when it issued its annual report to its stockholders. National solved the problem by inserting a footnote in its annual report which explained that the \$1.7 million income was due to “the involuntary conversion of a 727”. National thus acknowledged the crash of its airplane and the subsequent profit it made from the crash, without once mentioning the accident or the deaths. However, because airline officials knew

that most stockholders in the company, and indeed most of the general public, were not familiar with legal jargon, the use of such jargon constituted doublespeak.

### **3. Gobbledygook**

A third kind of doublespeak is gobbledygook or bureaucratese. Basically, such doublespeak is simply a matter of piling on words, of overwhelming the audience with words, the bigger the words and the longer the sentences the better. Alan Greenspan, then chair of President Nixon's Council of Economic Advisors, was quoted in *The Philadelphia Inquirer* in 1974 as having testified before a Senate committee that "it is a tricky problem to find the particular calibration in timing that would be appropriate to stem the acceleration in risk premiums created by falling incomes without prematurely aborting the decline in the inflation generated risk premiums.

Nor has Mr. Greenspan's language changed since then. Speaking to the meeting of the Economic Club of New York in 1988, Mr. Greenspan, now Federal Reserve chair, said, "I guess I should warn you, if I turn out to be particularly clear, you've probably misunderstood what I've said". Mr. Greenspan's doublespeak doesn't seem to have held back his career.

Sometimes gobbledygook may sound impressive, but when the quote is later examined in print it doesn't even make sense. During the 1988 presidential campaign, vice-presidential candidate Senator Dan Quayle explained the need for a strategic defense initiative by saying, "Why wouldn't an enhanced deterrent, a more stable peace, a better prospect to denying the ones who enter conflict in the

first place to have a reduction of offensive systems and an introduction to defense capability? I believe this is the route the country will eventually go”.

The investigation into the *Challenger* disaster in 1986 revealed the doublespeak of gobbledygook and bureaucratese used by too many involved in the shuttle program. When Jesse Moore, NASA’s associate administrator, was asked if the performance of the shuttle program had improved with each launch or if it had remained the same, he answered, “I think our performance in terms of the liftoff performance and in terms of the orbital performance, we knew more about the envelope we were operating under, and we have been pretty accurately staying in that. I think we have been able to characterize the performance more as a function of our launch experience as opposed to it improving as a function of time”. While this language may appear to be jargon, a close look will reveal that it is really just gobbledygook laced with jargon. But you really have to wonder if Mr. Moore had any idea what he was saying.

#### **4. Inflated Language**

The fourth kind of doublespeak is inflated language that is designed to make the ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or things that would not normally be considered important; to make the simple seem complex. Often this kind of doublespeak isn’t hard to spot, and it is usually pretty funny. While car mechanics may be called “automotive internists”, elevator operators members of the “vertical transportation corps”, used cars “pre-owned” or “experienced cars”,

and black and white television sets described as having “non multicolor capability”, you really aren’t misled all that much by such language.

However, you may have trouble figuring out that, when Chrysler “initiates a career alternative enhancement program, “it is really laying off five thousand workers; or that “negative patient care outcome” means the patient died; or that “rapid oxidation” means a fire in a nuclear power plant.

The doublespeak of inflated language can have serious consequences. In Pentagon doublespeak, “pre-emptive counterattack” means that American forces attacked first; “engaged the enemy on sides” means American troops were ambushed; “backloading of augmentation personnel” means a retreat by American troops. In the doublespeak of the military, the 1983 invasion of Grenada was conducted not by the US Army, Navy, Air Force, and Marines, but by the “Caribbean Peace Keeping Forces”. But then, according to the Pentagon, it wasn’t an invasion, it was a “predawn vertical insertion”.

#### **D. Production of Film**

La La Land is a 2016 American musical romantic comedy-drama film written and directed by Damien Chazelle. It stars Ryan Gosling as a jazz pianist and Emma Stone as an aspiring actress, who meet and fall in love in Los Angeles while pursuing their dreams. The film's title refers simultaneously to music, the city of Los Angeles, and to the idiom for being out of touch with reality.

Chazelle wrote the screenplay in 2010 but did not find a studio willing to finance the production without changes to his design. Following the success of his

2014 film *Whiplash*, the project was picked up by Summit Entertainment. Filming took place from August to September 2015 in Los Angeles. *La La Land* premiered at the 73rd Venice International Film Festival on August 31, 2016, and was released in the United States on December 9, 2016. It grossed \$445 million worldwide on a production budget of \$30 million.

*La La Land* received wide critical acclaim. Critics praised Chazelle's screenplay and direction, Gosling and Stone's performances, Justin Hurwitz's musical score, and the film's musical numbers. It won in every category for which it was nominated at the 74th Golden Globe Awards, with a record-breaking seven wins, and received 11 nominations at the 70th British Academy Film Awards, winning five. It received 14 nominations at the 89th Academy Awards, tying the record for the most Oscar nominations with *All About Eve* (1950) and *Titanic* (1997), and won six Academy Awards for Best Director, Best Actress (Stone), Best Cinematography, Best Original Score, Best Original Song ("City of Stars"), and Best Production Design.

### **E. Synopsis of La La Land Movie**

In Hollywood, Mia and Sebastian are struggling to make it in their respective careers, about which each has extreme passion. Mia is an actress who dropped out of college and moved from small-town Nevada five years ago to pursue her dream. She is enamored with old-time Hollywood-the movies, she grew up on-but hates the cattle-herding feeling of going on auditions and her

belief that she needs to schmooze at social events to get ahead in the business. Sebastian is a jazz pianist, his style of jazz in the vein of traditionalists.

Charlie Parker and Thelonious Monk. He wants to do his part to preserve that tradition, especially as he knows that style of music dying. He has trouble emotionally playing music he doesn't like just to get a paying gig. He dreams of opening his own jazz club, most specifically in what used to be a famous jazz club that has since been converted to a tapas-bar-cum-salsa-dance-club. Partly because of their individual struggles and partly because of the situations, their first few chance meetings are antagonistic. But they eventually become attracted to each other. But there are many obstacles to a happily-ever-after. They may be able to endure that struggling-artist life for so long before those struggles take their toll. The pursuit of their individual dreams may take all their energies with nothing left for their relationship. And any compromise each may make in getting ahead may change the person with whom each has fallen in love.

## **F. Conceptual Framework**

The researcher tries to find out the doublespeak, the most dominant kinds of doublespeak and the reason of the most dominant doublepeak in La La Land Movie. By finding the doublespeak, this research will be able to apply the theory of doublespeak to analyze text accurately.

Doublespeak is the distortion, changing or switching of words to make unpleasant, tricky or otherwise negative situation not sound as awful. However, there are still many people do not know doublespeak clearly, especially English

Doublespeak. It is difficult for them to use and understand the meaning of the doublespeak. Because of their incomprehension, they do not care anymore how to substitute of an inoffensive expression to be more politely. They just use the words or expressions as they please as long as the interlocuters understand. So there is no more effort to change the impolite expressions to be soften. The people's ignorance in using doublespeak in communication can be found in a movie. The words they used in the script do not longer meet the rules of doublespeak. According to William Lutz (1996) types of doublespeak are Euphemism, Jargon, Gobbledygook, and Inflated language.

#### **G. Relevant Studies**

The relevant of the study based on the similarities in variables of study even in dependent variables eventhough independent variables. Some of relevants of the study with the study that will be done as follows :

First, Agustina, Rini Researcher that has tittle "*Euphemism in the Movie To Kill A Mockingbird*" That study about the study of "Euphemism in the movie To Kill A Mockingbird". This study attempts to answer the two formulation of the problems, namely: (1) what types of euphemism expressions used in the movie "To Kill A Mockingbird, and (2) what functions of euphemism expressions are used in the movie "To Kill A Mockingbird. In analyzing the types of euphemism in this study, the researcher uses the theory of Euphemism and Dysphemism by Allan and Burrige (2000). This study uses a descriptive qualitative method to analyze the data in form of transcript containing euphemistic expressions used in

the movie “To Kill A Mockingbird”. Later the analyzing of the data started from watching the movie “To Kill A Mockingbird” and also reading the script and then selecting and marking the utterances or any expressions that can be identified as euphemisms. The result shown in the movie “To Kill A Mockingbird” used several types of euphemisms : 1 litotes, 1 circumlocution, 5 hyperbole, 7 metaphor, 4 dysphemism, and 1 associative. The researcher suggests the next researcher develop this research by using a different object such as novel, speech, and also from daily activity or daily conversation.

Second Napitupulu, Diori Dewi Researcher has title “*Euphemism in Economic News of Kompas Online Newspaper*” that study about the use of euphemism in economic news of Kompas online newspaper. The data of this study were 106 euphemism in form of words, clauses, and phrases. The source of data were taken from 65 news’ of economic news in Kompas online newspaper in January 2017 edition. The words, clauses, and phrases of the news which contain euphemism were identified and analyzed. This study applied descriptive qualitative method. The findings show that there are six types of euphemism found in Economic news of Kompas online newspaper, they are *Metaphor*, *Remodelling*, *Circumlocution*, *Acronyms*, *Understatement*, *Euphemism through borrowing*. The process of the types are Analogy, Distortion, Internal and External borrowing and the reasons of used euphemism are to shield and to avoid offense, to mystify and to misrepresent, to talk up and to inflate, to reveal and to inspire.



## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

This research were conducted by using descriptive qualitative method, because the writer were not only describe the data, but also count the percentage of the dominant doublespeak in La La Land Movie.

Centralized to Sugiyono (2008:14), states that qualitative research is research method based on postpositivism philosophy, used to examine the condition of natural objects. In qualitative descriptive design typicallly are an eclectic but reasonable combination of sampling, and data collection analysis, and representation technique. The reason why the writer chose this method was to explain the problem and it was analysis through the theory and show the quality through the findings.

#### **B. Source Of Data**

The source of data was derived from La La Land movie script. La La Land was a American musical romantic comedy-drama film, written and directed by Damien Chazelle. The film's title refered simultaneously to the city of Los Angeles and the idiom for being out of touch with reality.

### C. Technique for Collecting Data

The writer were conducted several steps in collecting the data. First, watching the movie La `La Land. Then, downloading the script of the movie, reading carefully and selecting the sentences or any expressions that could be identified as the doublespeak were selected and marked. Last, from the note of the data, doublespeak could be found easily.

### D. Technique of Analyzing Data

The data were analyzed by using descriptive qualitative with the following steps:

1. Identifying the doublespeak in La La Land movie script.
2. Classifying the kinds of doublespeak.
3. Finding out the dominant kinds of doublespeak in La la Land movie script by counting the precentage the data result using this formula:

$$x = \frac{f}{n} \times 100\%$$

X : the precentage of the obtained items

f : frequency

n : the total of the item

4. Describing the reason of dominant kinds that occur in La La Land movie script.

## **CHAPTER IV**

### **DATA AND DATA ANALYSIS**

#### **A. Data**

As already mentioned in the previous chapter, the data were collected from the script of “La La Land” movie which was an American musical romantic comedy drama movie directed by Damien Chazelle. And the data limited just in the kinds of doublespeak in La La Land movie. After identifying the doublespeak words and phrases which found in the script, the researcher found four types were used in the movie “La La Land”. They are euphemism, jargon, gobbledygook, and inflated language.

#### **B. Data Analysis**

##### **1. Kinds of Doublespeak Found in La La Land Movie**

Having analyzed the collected data, it was found out four doublespeak words or phrases and analyzed them.

##### **1. Euphemism**

Euphemism is an inoffensive or positive word or phrase used to avoid a harsh, unpleasant, or distasteful reality. There were of euphemism in La La Land movie script.

#### 4.1 Table of Euphemism in La La Land movie

No	Utterances	Meaning
1	Mia: I wanted to give you an <u>entrance</u> .	Mia said “ <b>entrance</b> ” in that sentences as something which is defined like a door or way or access for the particular object meant.
2	Laura: You need to get serious. You live like <u>a hermit</u> . You're driving without insurance.	You live like a hermit means the object is having a life without any worry for the bad thing / condition occurs in the future. Where “ <b>hermit</b> ” originally means like person who has been guaranteed for the heaven
3	Customer: What?? I want a <u>refund</u>	” <b>refund</b> ” inherently means “ <b>extra charge or more payment</b> ” should be given as the exchange of the pastries gluten-free that the customer asked in the previous statement
4	Mia: We've been seeing each other for a few months. I love this <u>stuff</u> . Makes coming to work easier.	Mia simply considered the beloved thing she called “ <b>stuff</b> ” as something valuable for her, to soften the common usage of “ <b>thing</b> ” she used stuff to make the sound more impressive
5	Sebastian: But it's such a <u>blanket statement</u> . It's like saying "I hate animals"	” <b>Blanket statement</b> ” is defined as something inherently hidden, not really the real meaning of what was tried to be said by Mia, she didn't give an explicit meaning of the words she said
6	Mia: Right. It's actually more like	“ <b>Rebel</b> ” is potrayed like a huge amount of people

	<b><u>Rebel</u></b> without a cause.	who will unite to dance at the show, the crowd is managed orderly and neatly. The usage of “ <b>rebel</b> ” word is to explain the crowd but using an impressive word
7	Mia: I don't know. Is the whole thing too <b><u>nostalgic</u></b> ?	“ <b>Nostalgic</b> ” telling the people that somethinh too much had happened, to let know the people that the action of saying compliment, meeting each other after a long time made the speaker feel sick off
8	Mia: No, Mom, it's a one-woman show. No, I'm acting in it as well. No, I'm not getting paid, I'm paying to do it. He's great. He's going to open his own jazz club. It's going to be incredible. Well he has to get the money together first, and. He's figuring it out. Yeah, it's just been a little <b><u>tricky</u></b> lately. Look -- he's going to find a way to open it and you're going to love it. Ok? How's Dad?	“ <b>Tricky</b> ” something done throught a hiding intention, not showing the real purpose to do something meant to be
9	Keith: Here's the deal. We've got distribution with Universal, got our	“ <b>Imprint</b> ” make something legal, acknowledged, having a license

	own <u><i>imprint</i></u> . We're about to go on the road. We can cut you in for 1K a week while we tour, plus an equal share of any merchandise or ticket revenue that comes in. Sound good? Sebastian?	
10	Sebastian: Surprise. And there's twenty-five pounds of apples in it. It probably <u><i>destroyed</i></u> an ecosystem but it tastes good. I have to head back in the morning but I needed to see you. Feels so good to be home	“ <b>Destroyed</b> ” a euphemism of saying something broken. The used of this word soften the meaning
11	Sebastian: They should be so lucky to see it. It's going to be <u><i>incredible</i></u> . I can't wait	“ <b>Incredible</b> ” making an exaggeration to picturize the condition that will be very fantastic with a big thing happen then
12	Sebastian: Yeah, <u><i>feasibly</i></u> -- I could be on the road for years with just this record	“ <b>Feasibly</b> ” to say something can be done, the word has explicit meaning and high class word to be used, not common
13	Mia: It <u><i>matters</i></u> if you're going to give up your dream to be on the road for years	Something precious is the meaning of “ <b>matters</b> ”, full consideration
14	Mia: People will want to go to it! People love what other people are	“ <b>Passionate</b> ” those who are really loving the job or or hobby they are in

	<u><i>passionate</i></u> about	
15	Sebastian: Not in my experience. Anyway -- it's time to grow up. You know? This is what I'm doing. If you had a problem, I wish you would've said something earlier, before I signed on the <u><i>dotted line</i></u> .	“ <b>Dotted line</b> ” line with bold dot
16	Laura: I'm not gonna be <u><i>hovering</i></u> anymore	“ <b>Hovering</b> ” living in the air, like a bird flying.
17	Frank: We want to build the character with you. It's a process. Three-month <u><i>rehearsal</i></u> , four-month shoot	“ <b>Rehearsal</b> ” another word to say “practicing / training” is rehearsal. Commonly, rehearsal is used in certain circumstances or activity which needs an exclusivity

## 2. Jargon

Jargon is the specialized language of a trade, profession, or similar group, such as that used by doctors, lawyers, engineers, educators, or car mechanics. There were some example of Jargon in La La Land movie script.

#### 4.2 Table of Jargon in La La Land movie

No	Utterances	Meaning
1	Mia: It'll be a bunch of <u>social climbers</u> packed into one of those glass houses.	“ <b>Social climbers</b> ” the jargon used in the scope of musical / life for dancer, so the used term is only understand by the same people in the same community
2	Mia: Sebastian, no one's going to a club called " <u>Chicken on a Stick</u> "	“ <b>Chicken on a stick</b> ” is such a name to a club of dancing for people in dancing community

#### 3. Gobbledygook

A third kind of doublespeak is gobbledygook or bureaucratese is simply a matter of piling on words, of overwhelming the audience with words, the bigger the words and the longer the sentences the better. There were some example of Gobbledygook in La La Land movie script.

#### 4.3 Table of Gobbledygook in La La Land movie

No	Utterances	Meaning
1	Sebastian: <i>You're acting like life's got me on the ropes -- what you don't understand is, I want to be on the ropes. I'm letting life hit me `til it gets tired. Then I'm gonna make my move. It's a classic rope-a-dope.</i>	These sentences belong to gobbledygook. The spoken statements made impressive meaning through the words used and created emphasizing by the length of the statements



2	<p>Carlo: <i>Goldilocks from the point of view of the bears. Home-invasion thriller. Fox and Warners are going crazy for it....We're going after Charlize. For the bear. We're flipping it. Feels like a franchise. But the thing is it's grounded.</i></p>	<p>The statements has awaken the feeling of great happines or excitement of the speaker, in which it directly wakes up the listener once they hear it</p>
3	<p>Sebastian: <i>Do you need to be anywhere right now? Most people say they hate jazz because they don't have context. They don't get where it came from. All these people packed into flophouses in New Orleans, speaking five different languages, and jazz was how they talked to each other.</i></p>	<p>These sentences were to tell the upset feeling of the speaker on how other people keep doing things which is considered disgusting by the speaker, he really dislikes the mentioned thing in the conversations</p>
4	<p>Sebastian: <i>It's gonna be the old Van Beek. I'm getting the lease back. It'll be perfect. The world tells everyone to move on. Says the music's had its moment. But I love it too much. I'm not moving on. So?</i></p>	<p>The speaker tried to convince the listener that the thing he loved was absolutely lovable and it's a pride for him, he wanted to make people believing what he believed</p>
5	<p>Keith: <i>Let's play, see how it feels. I</i></p>	<p>The speaker would like to show the disadvantages</p>

	<p><i>know. It's different. But you say you want to save jazz. How are you going to save jazz if no one's listening? Jazz wouldn't exist if people hadn't gotten tired of what they were listening to before. I mean, do you really think a bunch of ninety-year-olds in a basement is the future of the form? Traditionalists whined when Kenny Clarke started dropping bombs. If traditionalists had their way, we'd still be playing Dixieland</i></p>	<p>of “jazz” for their dancing future career inherently brings more bad things than good things to happen. Again, the longer the explanation the better</p>
6	<p><i>Mia: No. Maybe I'm not. Maybe I'm one of those people who's always wanted to do it but never had a chance. It's a pipe dream. Maybe it's like you said. Maybe I need to grow up. I can go back to school. I can find something else that I'm supposed to do. I left school to give it a shot, and it didn't work out, and it took six years, and I don't want to</i></p>	<p>The drawn situation was, the object has been too much disappointed because of the dream she couldn't successfully achieved. To tell the listener that she has been fail to make it come true and been so tired to go on, so she chose giving up on a thing she couldn't change anymore</p>

	<i>do it anymore</i>	
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#### 4. Inflated Language

Inflated language that is designed to make the ordinary seem extraordinary; to make everyday things seem impressive; to give an air of importance to people, situations, or things that would not normally be considered important; to make the simple seem complex. There were some example of Inflated Language in La La Land movie script.

#### 4.4 Table of Inflated Language in La La Land movie

No	Utterances	Meaning
1	Mia: <u><i>and I swear to God, she was wrecked. It was pure insanity. Pure lunacy. Oh God, I know</i></u>	These following sentences are inherently creating impressive meaning through the used expressions, to make the listener overwhelmed and mesmerized
2	Tracy: <u><i>Holy Mother of God.</i></u> Ever heard of a vent?	The used of these following words drive the mind of the listener to catch something unusual / extraordinary thing has happened, it creates overwhelming to both speaker and listener
3	Sebastian: Ok. Then I have someone I'd like you to meet. <u><i>He's got a face tattoo, but a heart of gold.</i></u>	The portrayal of "someone" in the statements is like a person who has not a very beautiful face but having a very kind heart
4	Boss: every <u><i>goddamned night.</i></u>	To tell situation of the night is inherently terrible, the word "goddamed" has given an exclusivity to

		the word's meaning
5	Mia: Congratulations. I have to <u><i>grab a drink</i></u>	Making celebration for something succeed is the meaning of “grab a drink” in this statement
6	Singer: <u><i>Never seen you lookin' so lovely as you did tonight</i></u>	Kind of praise for the extraordinary outlook of the object from the common outlook, something unusual
7	Sebastian: You said it yourself, <u><i>you're a child-prodigy playwright</i></u>	The used of “a child-prodigy playwright” has made an exclusive character for the object, to give a portrayal that the ability which is had / owned by the object are totally great for the person on their ages, unusual to happen
8	Mia: Well when you put it like that it sounds like a <u><i>huge accomplishment</i></u>	“huge accomplishment” is an exclusive word to say “hard effort of making something successfully”. Huge accomplishment makes the meaning full of glorification. The usual are become unusual
9	Josh: <u><i>Oh my God. A five-star jungle eco-resort. It was unbelievable</i></u>	An amazement had been shown through these following words, the chosen words like “oh my God” and “unbelievable” made the rarely happening meaning for the listener to hear
10	Mia: <u><i>You've never shined so brightly</i></u>	Expressing the unusual / rare thing to happen, commonly the object are just so so, but on the other day, the object seemed beautiful, previously

		not really beautiful
11	Audience M #1: <u><i>I swear to God, if I have to hear one more hipster waxing nostalgic I'm gonna slit my wrists</i></u>	An exclusive statement to express the excitement of enjoying things, making glorification of meaning through the words used

## 2. Dominant kinds Of Doublespeak

The Numbers of Percentages of Doublespeak in La La land Movie Script can be seen in the below :

**Table 4.5 The Numbers of Percentages of Doublespeak**

No	Kinds of Doublespeak	Number	Percentage (%)
1	Euphemism	17	47,22 %
2	Jargon	2	5,56 %
3	Gobbledygook	6	16,66 %
4	Inflated Language	11	30,56 %
<b>Total</b>		<b>36</b>	<b>100 %</b>

Based on table 4.1, the numbers of percentage of each kinds were ; Euphemism was 17 (47.22%), Jargon was 2 (5.56%), gobbledygook was 6 (16.66%), and inflated Language 11 (30.56%).

From the data above, the most dominant kind of doublespeak in the movie script was Euphemism, while the least dominant kind of doublespeak was Jargon.

### **3. The Reason**

Euphemism came out as the most dominant kind of doublespeak because the environment in the story affects and requires its character to use a more formal language. Especially the environment where Mia and Sebastian live. Mia is required to be more polite in speak because she is a cafe waitress, so she should be more polite to her boss and customer, besides besing in an environment where Mia casting to become artist, she also required to be more polite. And Sebastian who is a pianist in a Bar is also required to speak in better language.

### **C. Data Finding**

Analysis revealed that the realization of kinds of doublespeak were used in developing information from words and phrases. After analyzing all the kinds in the script, obtained some findings.

First, found the 4 kinds of doublespeak in the script. They were euphemism, jargon, gobbledygook, and inflated language.

Second, the most dominant kind of doublespeak was euphemism 17 (47.22%), followed by inflated language 11 (30.56%), gobbledygook 6 (16.66%), and the least dominant was jargon 2 (5.56%). And it shows that

euphemism is an inoffensive or positive word or phrase used to avoid a harsh, unpleasant, or distasteful reality.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

After analyzing the movie, finally the writer concluded :

1. There were 4 kinds doublespeak in La La Land movie script. They are euphemism, jargon, gobbledygook, and inflated language.
2. The most dominant kinds of doublespeak in La La Land movie is Euphemism 17 (47,2%).
3. As stated in the previous chapter, euphemism is an inoffensive or positive word or phrase used to avoid a harsh, unpleasant, or distasteful reality. In this case, the environment in the story affects and requires its character to use a more formal language.

#### **B. Suggestion**

Based on the conclusions to the findings above, the following suggestion are needed to be considered in conducting the related research :

1. It is suggested for the students who studying language and semantic to use the theory of doublespeak in order to observing and researching the phenomena in social context.
2. It is suggested for the students and readers to have better understanding about the meaning in the words or phrases and the



differences between the kinds of doublespeak, so they can be easier to gather the information and analyze it.

3. For english department student, they may use this study as a reference to understand the study of linguistics related to doublespeak and apply it in the daily life specially in speaking.

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