

THE FUNCTIONS OF DEROGATION AND EUPHEMISM FOUND IN HOLLYWOOD MOVIE

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Abstract

This paper is aimed at identifying the functions of derogation and euphemism found in the Hollywood movie entitled "Crash". The functions of derogatory and euphemism strategy are analyzed by discourse analysis approach of Zollner (1997) on derogatory function, while the theory of Allan and Burridge (1991) is used to identify the function of euphemism. The functions derogation found in the data include: expressing anger or irritation, criticizing, satirizing, accusing or blaming, conveying information, insulting/taunting or sharpening the insult, showing distaste, exaggerating, and showing evidence. Based on the analysis, it was found that the derogatory functions frequently used by the characters in "Crash" was accusing or blaming and also conveying information, while criticizing and showing evidence are the least ones. In relation to euphemism, the functions found in the data include: hiding the fact, showing respect, satirizing, showing concern, conveying information, criticizing, and cautioning. Based on the analysis, it was found that the function of euphemism which is frequently used by the characters in "Crash" is showing respect, while hiding the fact, satirizing, and criticizing are the least used ones.

Keywords: functions of derogation, functions of euphemism, *Crash*

1. Introduction

The mechanism of ideological manipulation is realized through diverse techniques, one of which is double classification under the term of derogatory and euphemism. Hornby (2004: 339-428) defined 'derogatory' as "showing critical attitude towards others or insulting" and 'euphemism' as "indirect words or phrases often used to refer to something embarrassing, sometimes to make it seem more acceptable". The word "derogatory" lexically means degrading, showing disrespect, criticizing, disparaging, and seeing others as inferior party (Anne, 1999). Therefore, derogatory has the same function as dysphemism.

In relation to derogatory, Hymes cited in Saville-Troike (1982: 15) argued that the interaction at the level of individuals and groups to one another is a communication function directly related to the goals and interests of the participants. In general, the creator of the text has two motives for reference: first, to insult the face of the recipient and, second, to maximize humiliation and to

degrade interlocutor. Generally, the function of dysphemism is to degrade the interlocutor, emotive reaction on anger, disappointment, or something unexpected and undesired, so that the intended party goes into disrepute in the end. In particular, the functions of dysphemism are as follows (Saville-Troike, 1982: 15): 1) insulting or teasing interlocutors, 2) accusing or blaming the other person, 3) refusing or denying interlocutors, 4) criticizing interlocutors, 5) questioning interlocutors, 6) condemning interlocutors, 7) convincing interlocutors, and 8) expressing incompliance.

Meanwhile, euphemism is etymologically derived from the Greek *eu* which means good and *phemeo* which means speaking. So, euphemism means speaking with a kind or fine word, which gives a good impression. Wardaugh (2002: 237) argued that euphemism is used to avoid pronouncing the words or expressions which is taboo among society. Allan and Burridge (1991: 11) defined that euphemism is the use of a term by replacing the expressions that are not appropriate to avoid the possibility of disgracing the interlocutor or third parties (which are listening). In other words, euphemisms are some alternatives used for inappropriate expressions, and used to avoid the possibility of disgracing others. Expressions which are not appropriate can be a taboo and frightening word, or some reasons that give negative connotation for the speaker and the hearer as well as anyone else hearing.

Euphemisms are words and expressions used to soften or reduce reality to the idea delivered to the recipient of the text. Euphemism is an indispensable and universal feature to the use and utilization of language: people from different cultures and societies use the term 'euphemistic' to speak or write about the phenomenon that seem embarrassing (e.g. words that are related to gender), scary (e.g. death, war, disease, disaster, disease outbreak), and taboo (e.g. religion). Another use of euphemism is to elevate and promote the status of some event or phenomenon. However, euphemism is often used to directly discuss things (considered) very inappropriate when described explicitly.

The function of euphemism cannot be separated from the function of language expression, which is to express human feelings. Allan and Burridge (1991: 11) revealed that the functions of euphemism are as follows: 1) to avoid

taboo (parts of body, specific body parts, sex, menstruation, illness, mental disorder and disability, something which is discarded or released by the body, death and art) 2) to reveal something considered frightening, such as war, disease, unseen things including God, things relating to the death, and animals. 3) to show respect and to avoid uncomfortable feelings of the interlocutors, especially the things related to religions, politics, God, human body, illness, physical or mental disability, or criminal action. These functions, functions of both derogation and euphemism, can be found in different types of conversation. One type of conversation that can exhibit the phenomenon of both functions are found in one of the films of Hollywood production entitled 'Crash'.

Crash is a drama film made in the United States in 2004 which tells the multicultural conflict between African-American, Persian, Caucasian, Latino and Asian ethnic. The film is set in a city in America whose inhabitants are very complex. The film takes offensive racial issues that frequently occur in the United States as a multi-racial country. Complex things must contain a lot of difference from physical problems which is concrete such as the color of skin to culture which is more abstract. In reference to some of the above explanation, the researcher wanted to describe the function of derogation and euphemism strategies used by the characters in *Crash*. It is expected to provide insight to the reader about derogation and euphemism that the use of language, especially the discriminatory one, can be reduced. In addition, it is also expected to be an additional reference for anti-racist activists and linguistics teachers.

2. Discussion

Data analysis was performed based on the research problem which is to find the function of the derogation and euphemism used by the characters in the film *Crash*. All data are taken from the speeches used by the main and supporting characters that use the words indicating the functions of euphemism and derogation strategy in *Crash*. The functions of derogation and euphemism strategy are analyzed using the view of Zollner (1997) about the function of derogation and Allan and Burrige (1991) about the function of euphemism. This chapter consists of two discussion sections. The first section discusses the functions of

derogation strategies while the second one discusses the functions of euphemism strategies used by the characters in the *Crash* movie.

2.1 The Functions of Derogation

The functions of the derogation strategy found the characters' speech in *Crash* movie are:

2.1.1 Expressing anger or Irritation

One of the functions of derogatory strategy is to express anger or irritation. It happens when somebody wants to vent anger and irritation through rough word. Here are some examples of euphemism strategy that serve to express anger or irritation.

Christine: you thought you saw a white woman blowing a black man.

*That drove your **cracker** ass crazy. (Excerpt 1.1)*

*Christine: I'm gonna report their asses, **sons of bitches**. (Excerpt 1.2)*

Ria: I was white, and you were about to jerk off in the shower.

*Kim Lee: I am speaking English, you **stupid cow**! My husband name Choi Jin Gui! (Excerpt 1.3)*

In Excerpt 1.1, derogation strategy is used through the use of the word 'cracker' in the speech. The use of the word 'cracker' is regarded as racial discrimination because it is an expression of contempt for white people because it was formerly used to insult the poor whites in the United States. It was used to express anger and irritation to the interlocutor because the speaker, in the context, felt angry over alleged driving violations.

Excerpt 1.2 also shows derogatory strategy for the character's use of 'bitches'. The word 'son of bitches' is a swear word used to express anger and irritation. The word used by the speaker is to express anger and annoyance because, in of the previous scene, Christine has been abused by white people. Another datum indicating the use of derogatory strategy is the word 'stupid cow' in excerpt 1.3. The speaker who is Korean considers Caucasian race looks like a cow. She might think that the skin color of cow is very much similar to that of Caucasian woman. Derogation strategy is used in this speech after the speaker feel upset by relatively rude questions from her partner whether she could speak

English or not, whereas even though she was an immigrant from Korea, she is a fluent speaker of English because she has long been a citizen of America.

2.1.2 Criticizing

Derogatory strategy is also used for critics. Critics, in this context, refers to any derogation used to denounce the actions of certain parties followed by descriptions, opinions and consideration of the good and bad with a sharper or ruder expression. The following is an example of the use of derogatory strategy whose function is to criticize.

*Ryan: All right. You know what I can't do? I can't look at you without thinking about the five or six more qualified **white men** who didn't get your job.*

(Excerpt 1.4)

The excerpt provides the example of using derogation strategies through the use of the word 'white men'. The speaker wants to criticize the performance of his partner by generating statistics on the number of white people who are more intelligent to replace the interlocutor's position at work. The speaker, implicitly, said that the skill of afro-american woman is one level below that of white. The speaker (Caucasian race) has made racial discrimination against his partner.

2.1.3 Satirizing

Derogatory strategy is also used for satirizing. Satirizing, in this case, means the use of derogatory words to say a thing or a person indirectly or implicitly using ruder or more impolite words. Here are a few examples of the use of derogatory strategies that serve to satirize.

*Kim Lee: Stop in middle of street! **Mexicans** no know how to drive.*

(Excerpt 1.5)

*Ria: Maybe you **see** over steering wheel, you blake too!*(Excerpt 1.6)

*Ryan: Twenty-three employees, all of them **black**. Paid 'em equal wages when no one else was doing that.*(Excerpt 1.7)

*Jake: I mean, I know all the sociological reasons why per capita eight times more **black men** are incarcerated than white man.*(Excerpt 1.8)

The above data show some expressions of derogatory strategy. In excerpt 1.5, for example, the use of the word 'Mexican' spoken by Kim lee where the

speaker only needs to use 'she' to deliver meaning without having to say the origin/race of the partner. The function of the word is to satirize the immigrants from Mexico for being unable to drive properly that causes accident. Another one containing the words derogators is excerpt 1.6 where the use of the word 'see' is representation. The word spoken by the speaker is to implicitly commit racial abuse against her speaking partner. The function of the word is definitely to satirize her interlocutor that Asians could not see clearly because they are slant-eyed by which accidents occur.

Excerpt 1.7 shows the next example of the use of derogatory strategy. The use of the word 'black' by speakers here is aimed at satirizing to the partner. The speaker wanted to satirize his partner who is black by telling his own father who has made a lot of contribution to blacks because he gives them decent jobs and well-being, but when his father needed help, the black man have completely ignored his father. Excerpt 1.8 also serves derogatory strategy. The use of 'black men' contains derogatory strategy whose function is to satirize his speaking partner. Speakers insults and questioned why the number of blacks being imprisoned are 8 times as much as that of whites. Implicitly, the speaker wants to satirize those who are viewed as criminal.

2.1.4 Accusing or blaming

Another function of derogatory strategy is to accuse or to blame. Accusing or blaming in relation to derogatory strategy is to accuse or to blame someone or particular party upon the occurrence of an event or phenomenon using negative words. The following are some examples of derogatory strategies whose function are to accuse or to blame.

*Ria: Officer, can you please write in your report how shocked I am to be hit by an **Asian driver!** (Excerpt 1.9)*

*Jean: I would like the locks changed again in the morning. And you might mention that we'd appreciate it if next time they didn't send a **gang member.**(Excerpt 1.10)*

*Jean: Oh really? And he's not gonna sell our key to one of his **gangbanger** friends. The moment he is out our door?*

The above data show some derogatory strategies which serve to accuse or to blame. Excerpt 1.9 employs derogatory strategies in the word 'Asian driver'

where it is used for the Asian women with different look from most people, a woman who has problem with her Asian characteristics including her English accents and also appearance. Ria use the word 'Asia' because she thinks that it is important to mention ethnicity for the large number of ethnics which are different from one another. The Speaker mentioned 'Asian driver' to accuse and to blame her speaking partner for the accident happened. Another excerpt containing a derogatory strategy whose function is to accuse or to blame is that excerpt 1.10 where the word 'gang members' is the representation. The speaker accused the third party as a gang member based only on physical appearance. Excerpt 1.10 also used other words for derogatory strategy, the 'gangbanger'. In the excerpt, the speaker, once again, accuse others as gang members while the speaker does not know for sure. He only sees them from their Hispanic characteristics.

2.1.5 Delivering Information

Derogatory strategy might also be be functioned to convey information. Delivering information, in the sense of derogatory use, is to convey information and to describe some events and phenomena that occur in the community. Here are a few examples of the use of derogatory strategy which serve to convey the information found.

*The owner: We got a lot of kinds. We got long colts, short colts, bull heads, flat nose, hollowpoints, wide cutters, and a dozen more that'll fit any size **hole**. Just depends upon how much **bang** you can handle. (Excerpt 1.11)*

*Jean: yes. The guy with the shaved head, the pants around his ass, the **prison tattoo**. (Excerpt 1.12)*

*Bruce: he's **Iraqi**. (Excerpt 1.13)*

Some derogatory strategy which serves to convey information is found in the above data. The first datum is that in excerpt 1.11 whose derogatory word is the word 'hole' and 'bang'. Speaker wants to convey information to the partner about the type of ammunition he had and it is dependent on the ability of partner to own it. Implicitly, the speaker actually wants to abuse her because the connotation of the word is associated with sexual intercourse. Excerpt 1.12 also served the use of derogatory strategy. Speaker wants to convey information to the partners that their conversation object is a criminal because he has tattoos all over

his body despite the fact that the speaker could not ensure the validity of the information. Excerpt 1.13 was another datum functioned as derogatory strategy where the word 'Iraqi' is the representation. The speakers want to provide information to his interlocutor that black people who want to be given a medal by the district attorney Rick is not an afro-american, but Iraqi.

2.1.6 Insulting/Taunting or Sharpening the Insult

Another function of derogatory strategy is to insult /to taunt or to sharpen the insult. Derogatory strategy which serves insulting means degrading certain parties, while that of the degrading one means making fun of certain parties. Derogatory strategy which serves to sharpen the humiliation means using harsh or taboo words to sharpen the insult and mockery of speaker to a particular party. Below are some examples of derogatory strategy which serve to insult, ridicule, and sharpen the humiliation found.

*Jean: Your **amigo** in there is gonna sell our key to one of his homies.*
(Excerpt 1.14)

*Christine: do you have any idea how that felt? To have that **pig's hands** all over me? And you just stood there! And you apologized to him?* **(Excerpt 1.15)**

*Anthony: Listen to it, man! "Nigger this, nigger that." "You think white people go around calling each other honkies all day, man? "Hey, **honky**, how's business?" "Going great, **cracker**. We're diversifying." **(Excerpt 1.16)***

*Farhad: Then go and fix the fucking lock, you **cheater**.* **(Excerpt 1.17)**

The data show the use of derogatory words in the film Crash which serves to insult, to taunt, and to sharpen the insult. Excerpt 1.14 for example, the use of the word 'amigo' is the example of derogatory that serves to insult the third party. The speaker used the word amigo because he is a Latin, and the word is a greeting expression usually used by the Hispanic. Its use has become an insult when the word is associated with the speech context. In this context, the speaker presumed that the discussed party would sell his house key to his bad-tempered friends by which they would rob the house of the speaker. An insult to the interlocutor is required to drive, her husband, believe that other Caucasian races are criminals.

Excerpt 1.15 shows derogatory word 'pig's hand' which indicates that black people like Christine considers Caucasians (whites) are similar to pigs either on

their body or attitude. The word used by speakers is to insult, ridicule, and sharpen the humiliation upon the parties discussed because in the previous scene, she has been abused by white people. Excerpt 1.16 also shows derogatory strategy in the word ‘honky’ and ‘cracker’. Derogatory strategy in this excerpt is used to insult the parties discussed because honky word is a racial slur for white people frequently heard and used in the United States. The speakers also use another derogatory word in this excerpt, the cracker. Cracker is an expression of contempt for the white man referring to poor whites in the United States. Excerpt 1.17 also shows derogatory strategy which says ‘cheater’. The speaker wanted to insult his partner as a liar because he considers the interlocutor told him to buy a new door because has a friend selling doors and they cooperate. The excerpt shows clearly how the speakers prejudiced against the partner.

2.1.7 Showing Distaste

Derogatory strategy also functions to show distaste. Derogatory strategy used to show distaste is in terms of the use of strategy to express the distaste of speaker against certain parties, either in the form of character or action. The following are some derogatory strategies which serve to show distaste.

*The owner: Yo, **Osama!** Plan a jihad on your own time. What do you want? (Excerpt 1.18)*

*Ryan: **Shaniqua?** Big fucking surprise that is. (Excerpt 1.19)*

*Jake: fucking **black people**, huh?! (Excerpt 1.20)*

In the excerpt 1.18, it is found an example of derogatory strategy through the use of words Osama. The shop owner, implicitly, described Farhad as a terrorist because Osama refers to Osama bin Laden, a man who is regarded as a terrorist by the majority of the American. The expression of ‘Yo, Osama!’ which is also followed by the use of the word jihad shows more racial abuse used by the speaker. The use of the word derogatory serves to show the distaste of the speaker towards his partner which is originally coming up from the dislike against Muslims considered as terrorists.

Excerpt 1.19 shows another example of derogatory strategy represented by the word ‘Shaniqua’. When the partner said that his name was ‘Shaniqua Johnson’, Ryan then repeated the name with emphasis on intonation. The use of

the word ‘fucking’ gave more emphasis on discrimination. The description of the speaker to the interlocutor also arises from the mental memory of text maker where the speaker stereotyped that black people are not capable of doing something. Therefore, once the speaker heard that his father's health insurance supervisor named ‘Shaniqua’ – a name commonly used by black women (Afro-American) – the speaker become much surer that the black can not do a good job, is true and proven. The use of the derogatory word serves to show distaste against the partners. It was derived from the dislike of the speaker towards the fact of blacks who consider incompetent to do the job.

Another one demonstrating the use of derogatory word is excerpt 1.20, the use of black people which implicitly contains exploitation. The speaker accused that black people do not have ethics. He really thought that black people are uneducated ethnic. If they have the chance, they will steal anything from whites. The speaker assumed that most of the criminal cases that occurred in the US are committed by blacks. The function of the use of derogation strategy here is to show distaste, which in this context is a dislike of whites against blacks.

2.1.8 Exaggerating

Derogatory strategy is also functioned to exaggerate. Exaggerating in the context of derogatory strategy is the use of strategy to exaggerate event, phenomenon or topic, using a negative or more rugged word. Below are some examples of derogatory strategy which serves to exaggerate.

Kim Lee: I callimmigration on you. Look what you do my car. (Excerpt 1.21)

Rick: Saddam? His name is Saddam? That's real good, Bruce. I'm gonnapi in a medal on an Iraqi named Saddam. (Excerpt 1.22)

Excerpt 1.21 shows examples of derogatory strategy through the use of words ‘call immigration’ in a speech. This word ‘call immigrant’ spoken by Asian woman showed derogatory strategy where she indirectly considers her partners with Hispanic race is not part of them, as if the speaker wants him deported. The speaker, in this case, referred to the authorizing party to support their case, the immigration authorities. The use of the derogatory word serves to exaggerate an event in which speakers are too excessive by threatening his partner of calling

immigration authorities only because he does not accept for being accused as the cause of the accident.

Excerpt 1.22 demonstrates another use of derogatory strategy. He uses a high intonation when saying ‘Saddam?’ His name is Saddam? Whereas we know Saddam is the nickname of Saddam Hussein, the fifth president of Iraq known for his dictatorship. Saddam was toppled in the 2003 invasion of Iraq led by the United States, and was captured by US forces on December 13th, 2003. The speaker was overreacting because it is basically fine to have the name of Saddam, but because Saddam is a black man who would give an award and was also an immigrant from Iraq, the speaker was pleased because it will increase his prestige in the eyes of black community as well as Muslim community in New York.

2.1.9 Showing evidence

The last function of derogatory strategy is to show evidence. In this case, showing evidence means using derogatory strategy to show evidence straightening the argument of the speaker regarding with a phenomenon being discussed, with a negative view. Below is an example of the use of derogatory strategy which serves to show evidence found in Crash.

Peter: What part don't you understand? There's a Chinaman stuck underneath the fucking truck. (Excerpt 1.23)

Excerpt 1.23 the shows the use of derogatory strategy through the use of the word ‘Chinaman’ in a speech. In this case, the speaker considers any person who is physically imitating Chinese is Chinese, whereas the party they are talking about is an immigrant from Korea. In addition, if the view on the historical context, Chinaman is a word that is offensive and used by white people to discriminate in the gold rush era and the manufacture of railway line in western North America. It is obvious how the speaker wanted to perform racist acts in his word. The function of the use of words such derogatory is to provide evidence, in which the speaker wants to prove to our partners that the partner had been hit someone and that person is Chinese.

2.2 The Function of Euphemism in Crash

The functions of the euphemism strategy found in the characters' speech in 'Crash' are as follow:

2.2.1 Hiding the Fact

One of the functions of euphemism strategy is to hide the fact. Hiding the fact in terms of the use of euphemism is to replace the term or phrase which is considered to secret or publicly unavailable due to certain ideological political reasons. Below are some examples of euphemism strategy that serves to hide the facts found.

The owner: We got a lot of kinds. We got long colts, short colts, bull heads, flat nose, hollowpoints, wide cutters, and a dozen more that'll fit any size hole. Just depends upon how much bang you can handle. (Excerpt 2.13)

Excerpt 2.13 shows the examples of euphemism strategies using the word 'we' in speech. The speaker used the pronoun 'we' instead of 'I' to indicates that the speaker and his group, in this case Caucasian races, have different types of 'bullet' that is suitable for all kinds of holes belonging to Persian women, depending on how far the Persian woman can hold the bullets. The use of euphemism in this context is to hide the fact that actually the speaker wanted to show the superiority of the group in a subtle way. The speakers wanted to hide the fact that he actually did verbal abuse against his partner. The use of the word is seen suitable to manipulate the meaning in order to give a good impression, that not only the speaker who did abuse, but also the group of the speaker (Caucasian race).

4.2.2 Showing Respect

Euphemism strategy is also used to show respect. In terms of the use of euphemism, it means to replace the term or phrase that is considered to pose less comfortable feeling towards the interlocutor, or to honor the object being discussed. Here are a few examples of the use of euphemism strategy which serves to show respect.

*Ria: **Officer**, can you please write in your report how shocked I am to be hit by an Asian driver! (Excerpt 2.1)*

*Ria: no, see **detective**.... (Excerpt 2.2)*

*Peter: I know you just didn't call Saint Christopher voodoo. Man's the patron saint of travelers, **dawg**. (Excerpt 2.3)*

*Maria: All clean, **senora**! (Excerpt 2.4)*

*Ryan: Yo, Gomez, you ready to roll, **homie**? (Excerpt 2.5)*

*Gomez: Ready, **amigo**. (Excerpt 2.6)*

Excerpt 2.1 shows an example of euphemism strategy using the word 'officer and detective' in a speech. This is related to the powers whose officer position is higher than that of the speaker so that the use of this strategy is necessary. The function of the use of this euphemism word is to show respect to the interlocutor. Excerpt 2.2 also shows how euphemism strategy is used to show respect towards the interlocutor. He could have used the word 'mate, buddy, and even comrade' to him, but Peter prefers to use the term dawg for the positive labeling to the afro-american group.

Excerpt 2.3 also shows the example of euphemism strategies using the word 'senora'. The use of the word senora by speaker is a reflection of mental memory of text maker where the speaker who had Hispanic racial background is accustomed to using the word to refer to people who are married. As the dominated party, speakers use the term to show his respect to the hearer. Another datum demonstrating the use of euphemism strategies in speech is excerpt 2.4 whose representations are the word 'homie and amigo'. Ryan who is caucasian uses the words commonly spoken by white people greeting a familiar friend, that is 'homie' while Gomez who is a Latin used the word 'amigo' with the same meaning and due to only the diferent cultural background. By using those words, the speaker wanted to show respect in his own way to the interlocutor.

2.2.3 Satirizing

Euphemism strategy can also be used to satirize. Satirizing, in a sense of the use of euphemism for saying something or someone indirectly or implicitly, but using a more polite word. Here are some examples of euphemism strategy that serves to satirize.

*Graham: This **Barry Gibb** dude is a cop?(Excerpt 2.5)*

Excerpt 2.5 shows the use of euphemism strategy in a speech represented by the use of the word 'Barry Gibb'. Barry Gibb is the name of a musician and songwriter who is very famous in 60-80an with a group called the Bee Gees. Physically, the appearance of the officers Conklin looked like Barry Gibb with a sturdy body, long and blonde hair. The speaker wanted to satirize the party discussed because physically he discussed the appearance looks like a musician than a police officer.

2.2.4 Showing Patience

Another function of euphemism is to show concern. This concern shows in the sense of the use of euphemisms to demonstrate concern over the events or phenomena that occur in society. Here are some examples of euphemism strategy that serves to satirize.

*Anthony: One reason only, to humiliate **the people of color** who are reduced to ridin' on 'em.(Excerpt 2.6)*

Excerpt 2.6 shows an example of euphemism strategy utilizing the word 'people of color' in the speech. The use of the word 'people of color' is actually intended to soften or to reduce the reality to the idea being sent to the recipient. The speaker may just mention one race, or skin color, but he prefers to use words that are more general because it was also included as part of the definition of 'people of color'. The use of the word euphemistically serves to demonstrate concern which in this context, the speaker wants to show concern over the phenomenon of racism which are often among racial minorities in the United States, and also because the speaker is also included as part of the minority group.

2.2.5 Delivering Information

Euphemism strategy might also be used to convey information. Delivering information in terms of the use of euphemism is to deliver information and to describe an event and phenomena that occur in society in a positive way to the speaking partner. The following are some examples of euphemism strategies that serve to convey information.

*Christine: He doesn't drink. He's a **Buddhist**, for Christ's sake. (Excerpt 2.7)*

*Shereen: Look what they wrote. They think we're **Arab**. When did **Persian** become **Arab**? (Excerpt 2.8)*

*Lucien: Don't be ignorant. They're **Thai** or **Cambodian**. Entirely different kind of chinks. (Excerpt 2.9)*

The data are examples of euphemism strategies using the word 'Buddhist'. The use of the word 'Buddhist' by the speakers seemed to indicate that the beliefs held by her husband (part of the group) is a good religion because it forbids its followers to drink liquor. Speaker wants to convey information to the partner that her husband could not get drunk due to the prohibition in his religion. It shows how the speaker describes the part of a group with good characteristics and other groups with a bad attribute.

Another excerpt which includes euphemism strategy in speech is excerpt 2.8 represented by the word 'Arab and Persian'. Speaker wants to convey the information that the Persians are not the same as the Arabs. Implicitly, Shereen stated that Persians are different and better than the Arabs, by which he did not want to be equated with the Arabs even though they physically look alike. Excerpt 2.9 also shows how the euphemism strategy works in speech. It is represented through the use of the word 'Thai and Cambodian'. The speaker wants to convey information to his partner that the people who were in the car were not the Chinese people, but from different countries, even though still within the range of the Asian continent and physically looking similar.

4.2.6 Criticizing

One of the functions of Euphemism strategy is to criticize. Criticize in terms of the use of euphemisms to denounce the actions of certain parties followed by descriptions, opinions and consideration of the good and bad, with a positive expression and more polite. below are some examples of euphemism strategy that serve to criticize.

*Anthony: One reason only, to **humiliate** the people of color who are reduced to ridin' on 'em. (Excerpt 2.10)*

Excerpt 2.10 shows examples of euphemism strategies using the word 'humiliate'. The speaker, in his speech, prefer using the words 'humiliate' than other words such as insult, disdain, offend, affront, or even disparage. He uses the word because the topic is about his group so that he needs to bring positive impression by using euphemism strategy. The use of the euphemistic word serves to convey criticism of the American administration that is considered to accommodate racism in the country, one of which is through the use of super large windows in every city bus. The Speaker thought that the use of the window is just to embarrass people "of color" inside the bus.

2.2.7 Cautioning

Another function of Euphemism strategy is to convey cautions. Cautioning in the terms of the use of euphemisms is to warn the impact of certain actions in the past or the future, using positive view. Below are some examples of euphemism strategies serve to warn.

*Officer: **Maam!**-Ma'am, ... (Excerpt 2.11)*

*Ryan: You say you're block from home, we could use our **discretion** and let you go with a warning or we could cuff you and put you in the back of the car. What do you think we should do, sir? (Excerpt 2.12)*

Excerpt 2.12 shows the example of euphemism strategy using the word 'maam'. He could have used the word 'listen' or 'look lady' to his interlocutor, the Mexican woman named Ria, but he prefers using the word 'maam' to elevate and promote the status of his interlocutor. The use of the euphemistic word in this context serves to warn the interlocutor to be calmer and not be provoked because the investigation into the cause of the accident is still ongoing.

Another excerpt containing euphemism strategy is number 2.12 that the the use of 'discretion' by the speakers was the representation. The speakers in this context makes a positive self-representation stating that they could have just held Cameron or they would use discretion and release them with a warning. With his power, the speaker considers himself to have authority so they can decide whether Cameron committed error or not though it was unproven yet. The function of the use of the euphemistic word here is to warn the interlocutor that he had the authority by which he hold the right to make any decision.

3. Conclusion

The functions of derogatory and euphemism strategy is analyzed using Zollner view of the function of derogatory strategy, while the theory of Allan and Burridge is used to identify the function of euphemism strategy on the movie Crash. The functions of the use of derogatory strategy found in the data include: expressing anger or irritation, criticizing, satirizing, accusing or blaming, conveying information, insulting/taunting or sharpening the insult, showing distaste, exaggerating, and showing evidence. Based on the analysis, it is found that the function of derogatory strategy frequently used by the characters in Crash movie was accusing or blaming and also informing, while criticizing and showing evidence was the least function used. Meanwhile, the function of Euphemism strategy found in the data include: hiding the fact, showing respect, satirizing, showing concern, conveying information, criticizing, and cautioning. Based on the analysis of the data, it was found that the function of euphemism strategy frequently used by the characters in Crash movie is showing respect, while hiding the fact, satirizing, and criticizing were the least ones.

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