



## **The Use Of Euphemism Found In Celebrity News published In The CNN Website**

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### **Abstract**

One of the language phenomena that exists in society to keep the relationship in good harmony is euphemism. This research intends to describe euphemism forms and functions found in Celebrity News published in the CNN (edition.cnn.com) website. This research is descriptive qualitative based on the phenomena of euphemism in written language. Data of this research are words, phrases, and sentences that contain euphemistic expressions found in Celebrity News during March 2023. The research results show that there are four forms and four functions of euphemism. The form of euphemism that is mostly found is semantic change, especially metaphorical transfer. The researcher also found various functions of euphemism. The function of euphemism that is mostly found is avoiding taboo.

**Keyword:** Euphemism, Forms, Functions, Celebrity News, CNN

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### **INTRODUCTION**

The study of language in connection to society is known as sociolinguistics. Sociolinguistics plays a crucial part in the study of language since it is the framework that deals with the language that is used and how language users perceive the messages that other language users are trying to convey. Sociolinguistics is the study of language and society in order to learn as much as possible about the nature of language. (Wardough, 1986) stated that in sociolinguistics, people study society to find out as much as they can about what kind of thing language is.

The study of euphemism can provide an overview or exposure of various kinds of changes in word meaning related to matters of language culture in modern society in general. Changes in the meaning of words used by society can be known from the number of uses or uses of certain words in everyday life. Euphemism is an expression or soft language by avoiding words that are interpreted as an expression or soft language by avoiding harsh or impolite words to maintain politeness. The function of euphemism is to refine the meaning

of a word or sentence so that it is more polite and does not cause the impression of offending others.

Euphemism is one kind of figurative language that appears in both spoken and written language. The style of the writer's writing will affect how interested readers are when reading. As a result, authors need to be careful about the words they choose while using written language. There are occasions when a word is offensive or taboo and cannot be spoken. The impolite language will make readers uncomfortable as they read the material. The writers typically utilize implicit expression, which is notably gentle and delicate, to replace specific phrases that would prove humiliating for the reader's ear.

According to Keraf (in Muhammad, 2019: 43) the word euphemism comes from the Greek word euphemizein which means 'to use words' with a good meaning or with a good purpose'. Therefore, euphemism is a kind of reference in the form of expressions that do not offend people or subtle expressions to replace references that may be perceived as insulting, offensive, or suggesting something unpleasant.

The use or use of euphemism is included in language studies related to meaning, namely semantics. Chaer (2009: 2) explains that semantics is approved as a field of linguistics that studies the relationship between language signs and the things they signify. Or in other words, a field of study in linguistics that studies meaning or meaning in language. Euphemism is related to semantics because euphemism examines the meaning of more subtle expressions as a substitute for expressions that are considered harsh, harmful, or unpleasant and semantics is also the study of meaning or meaning in language. Furthermore, Yule (2006:5) states that semantics is the science of the relationship between language forms and entities in the world; namely how words relate to something literally.

According to the Oxford Learner's Dictionary, the term 'euphemism' is defined as "an indirect word or phrase that people often use to refer to something embarrassing or unpleasant, sometimes to make it seem more acceptable than it really is". "A word or phrase used to avoid saying an unpleasant or offensive word" is the definition of euphemism, according to the Cambridge Dictionary.

Allan and Burridge (2012) classify euphemisms into several types. There are shortening, circumlocution, remodeling, semantic change, and borrowing.

Shortening is the process of dropping one or more syllables from a word to form a shorter word with the same meaning. There are a number of different processes of shortening. The first is the abbreviation. It is a shortened form of a word or phrase to the initial letters. For example, D.I.Y is used instead of Do It Yourself. In abbreviation, people have to say word letter by letter. Differs from an acronym, if it acronym people can say it directly. For example, NASA can say it directly instead of the National Aeronautics and Space Administration. The second division is apocopation. Apocopation is a process of deleting or omitting the last syllable of a word, such as vampire becomes vamp. The third is backformation. Yule (2010: 5) reports that typically a word of one type (usually a noun) is reduced to form a word of another type (usually a verb). Backformation is a process of forming a word by removing the suffix and prefix of the original one. For example, the word burgle, which is derived from the burglar, is a euphemism for rob. The other type of shortening is diminutive. It forms a new term by shortening a name and adding a suffix to indicate affection, such as vajay-jay which refers to the vagina (Allan, 2012: 25). Then there is omission. It involves leaving out the letters of taboo words after the initial, such as f\_ \_ \_ instead of fuck. The last type of shortening is clipping. Clipping is the deletion of some parts of words with the same meaning. For example, the word net is from the complete word internet.

Circumlocution is the next type. Allan (2012: 11) reports that circumlocutions are comparatively verbose. It is the use of an unnecessarily large number of words to express an idea. For example, a little girl's room is used instead of a toilet.

The next type of euphemism is remodeling. There are various distinctions that can be made within remodeling. Phonological distortion is the first. It results in the creation of a word with a different pronunciation from the original one. For example, the word Christ is pronounced by cripes, crust, or crockery. The second type of remodeling is blending. It is formed by squeezing together two or more words orthographically and phonetically. It involves taking two or more words, removing parts of each, and joining the residues together

to create a new word whose form and meaning are taken from the source words. For example, the word *Gezunda* is derived from the object that “goes under” the bed. The last is reduplication. Burridge (2012: 77) states that reduplication repeats syllables or letters of words such as *pee-pee* which refers to piss.

The next type of euphemism is a semantic shift or semantic change. Burridge (2012: 73) calls it as analogy. It involves a transfer of meaning from one given context to another. Semantic change can be categorized into semantic shift, metaphorical transfer, widening, litotes, and overstatement. The semantic shift is the evolution of word usage-usually to the point that the modern meaning is radically different from the original usage. For example, *sleeping with* is used for having sexual intercourse. The second type of semantic change is metaphorical transfer. Hassanein (2013: 140) reports metaphor is a case where two referents, the conventional and the contextual, are compared. A metaphor asserts a correlation or resemblance between two things that are otherwise unrelated. For example, *melon* is the replacement of *breast*. The other type is widening. Widening minimizes the impact of semantic features of a word by moving up one level of generality to a name of the superordinate set, usually omitting the specific features that would unequivocally identify the referent. For example, *lower income groups* mean *poor people*. Qi Pan (2013: 2109) states that euphemism can be coined by widening the lexical meaning, as the social disease for *syphilis*. Litotes is also the type of euphemism that is included in semantic change. It is created by replacing a word with the negative expression of its opposite. Burridge (2012: 74) mentions that a favorite strategy of using litotes is by using *not* and *in/un*. For example, *not very bright* is used instead of *stupid*.

The last type of euphemism is borrowing. Enright (as cited in Hassanein, 2013: 139) mentions that people need to import words or phrases to describe something that is rare among them. Borrowing can be divided into two processes. They are external borrowing. A word may be obtained from the other language with little or no transformation to make it less offensive. For example, *brassiere* and *chemise* are euphemisms for women’s underwear. A language may be also taken from a sublanguage such as jargon or technical terms. For example, *spirochetal disease* replaces *syphilis*.

The main type of euphemism is the use of scientific terms in the official expression of the scientist or technical settings, in the use of euphemisms it may be considered a variation of language, but it has been observed that people use scientific terms to avoid direct expressions in polite settings (Spears, 1981).

This is one example of using euphemism Although his sister was not very bright in academic achievement, she has good behavior, not very bright in this context refers to the word stupid. Instead of using the word stupid, it is seen as more polite to use not very bright. Expressions like "not very bright" are preferable to "stupid," which might come across as impolite or rude. When someone calls anything stupid, it might hurt people. Although the fact that she is stupid, the speaker or writer can soften the word or sentence and protect the subject's face from any embarrassment. From this illustration, it can be seen that euphemisms are used to replace direct expressions because they can seem offensive.

By using euphemisms, people can avoid things that can damage good relations between people and others. Things that can damage good relations can be due to taboo words, but this can be avoided by replacing taboo words with euphemisms. Euphemisms are also often found in various mass media, one of which is news. Along with the times, every day there are also words or expressions in the form of euphemisms in the news with topics that are discussed by the community.

Each news in the mass media has its own way of delivering news with different ways of writing and choosing language, the diversity of ways of delivering and the language of the news makes it unique and interesting to be studied further. There are many lists of mass media published in various countries and regions, one of which is CNN (Cable News Network) news. CNN is a list of mass media that is a US cable news channel founded in 1980 by American media conglomerate Ted Turner. Encyclopedia Britannica stated that during the 1980s, CNN became the recognized leader in the coverage of breaking news, although its audiences were still not nearly as large as those for the news broadcasts on the three networks. The advantage of CNN as international media is providing news that will be aired for 24 hours and CNN is always present in the news that is happening anywhere (It's there all the time). CNN has the latest information every day. Each news edition usually has articles

that contain news, one of which is celebrity news. The researcher was interested to study the euphemism used in the CNN website, because, the CNN website is one of the media electronic that bravely use euphemisms. The researcher found a lot of euphemisms used in the celebrity news on CNN.

Based on early observations on celebrity news on the CNN website in the edition there are words that use euphemisms. The euphemisms found use litotes and hyper ball forms, namely: Although "The Wire" was never a huge hit, its acclaim among critics and within the industry was sky-high.

The euphemism includes the use of the litotes form in the phrase is 'never a huge hit'. The phrase uses a figurative word and there is a choice of words that soften what is being said to make it sound less unpleasant, proof of which is the phrase 'never a huge hit' can be used to literally mean 'unsuccessful'. In the phrase, when viewed from its meaning, not huge means small, because not huge means not big which is used to designate something that is still small or trivial. The phrase 'not huge hit' replaces the word unsuccessfully. The next phrase is "its acclaim among critics and within the industry was sky-high". The phrase 'was sky high' use the hyper ball form, because that phrase is used to make the subject look and sound a lot better than actually is, describing something in an excessive way. The phrase 'sky high' means very high. Which is retrieved with a very high compliment. Since the 'sky high' is the sky that is located high up, it means that the compliment expressed is very high, as high as the sky.

According to the above explanation, this study aims to describe the types and purposes of euphemisms used in Celebrity News articles published on the CNN website. I hope the readers will understand the scientific description of these euphemism types and their purposes in order to avoid confusion and be able to recognize the language used by the authors of the Celebrity News articles that are published on the CNN website. It is due to the above consideration that the researcher decided to conduct "The Use of Euphemism Found in Celebrity News Published in the CNN Website".

## **METHOD**

The data in the research are words, phrases, or sentences that include euphemisms using abbreviations, acronyms, omission, widening, litotes, and hyperbole. The source obtained by the author is celebrity news on the CNN website in the March 2023 edition because the edition conveys sentences that contain many euphemisms. In other words, researchers need to collect data by visiting websites, articles, and journals related to their research.

Data collection techniques are in the form of a statement of certain properties, conditions, activities, and the like. Data collection is carried out to obtain the information needed to achieve research objectives. In the preparation of this final project, the author took the object of research on celebrity news on the CNN website in the March 2023 edition. The data collection techniques in this study are,

#### 1. Documentation Techniques

Documentation is often described by photographs both in certain events and in research. However, it should be noted that what is meant by documentation is not only in the form of photographs or images. According to Sugiyono (2014: 329) documentation is a record of events that have passed. Documents can take the form of writings, pictures, or monumental works of a person. I used the documentation technique in this research by collecting data sources in the form of celebrity news editorials on the CNN website in the March 2023 edition which the author collected for a month. The researcher do are :

- a. Read the entire celebrity news in the March 2023 edition published on the CNN website
- b. After reading the entire celebrity news in the March 2023 edition, if there is data that shows the characteristics of the object that the author is researching, the author takes pictures (screenshots) for the next research process.

#### 2. Take Note Techniques

According to Sudaryanto (1993), the technique of reading and taking notes is a technique used to reveal a problem contained in a reading or discourse. I used the read-and-take-note technique in this research by collecting data sources in the form of celebrity news editorials on the CNN website in the March 2023 edition which the author collected for a month. The researcher do are :

- a. Identify and mark certain parts of the entire celebrity news in the March 2023 edition published on the CNN website
- b. Takes note of the results identification of data in the form of clauses, phrases, and words that are included in the form of euphemisms in a data set.
- c. After that, the researcher will classify or group to get the results of the research process.

The data analysis method used in this research is using descriptive techniques. The descriptive technique is intended to collect information about a phenomenon objectively and as it is. The trick is that after the data is collected, the data is then analyzed to get the forms of euphemisms, types of euphemisms, and functions of using euphemisms. Data analysis is done by classification. The data is grouped based on predetermined criteria. The criteria are in accordance with the formulation of the problem to be studied, namely based on the form, type, and function of euphemism. The next step is to explain or analyze the classified data based on the interpretation of the researcher's sociolinguistic knowledge that refers to the theoretical study. The last stage is to conclude the research results based on the discussion.

## **RESULTS AND DISCUSSION**

### **Result**

The research with the title "The Use of Euphemism Found in Celebrity News Published in The CNN Website" collected data with documentation techniques and note-taking techniques. The documentation technique is used by researchers in this study by collecting data sources in the form of a collection of celebrity news in the March 2023 edition of the CNN website which researchers collected for one full month. The note technique is done by reading the entire news on celebrity news on CNN website, after reading the entire celebrity news on CNN website March 2023 edition if there is data that shows the characteristics of the object that the researcher examines, it is recorded by the researcher for the next research process.

Based on the collection of data sources that have been carried out, the researcher found as much as 9 data in celebrity news in the March 2023 edition published in the CNN website regarding the form of euphemism.

The data that has been collected by the researcher is described as follows.

1. Use of Abbreviation:

Data 1

“In my more than 20 plus years in television, I have had 17 wonderful seasons working in daytime television with Rachael. However I’ve made the decision that’s it’s time for me to move on to the next exciting chapter in my broadcast career,” said Ray in a news release from CBS. (March 6, 2023)

Data 2

To be sure, claims of parental rights have also been used to challenge a system in which Black mothers and LGBTQ families face excessive state intervention, an over-policing that results in a higher rate of Black children removed from their homes through the abuse and neglect system and that fails to recognize lesbian parental rights. (March 30, 2023).

Table 1. Euphemism using abbreviation

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Monday, March 6, 2023	CBS	'It's time for me to move on': Rachael Ray's talk show will end after 17 years on air.
2	Thursday, March 30, 2023	LGBTQ	Opinion: What parents are really getting from the GOP's 'parents' rights' agenda.

2. Use of Acronyms

Data 3

Lawmakers in conservative states claiming to act in the name of parental rights are considering laws similar to Florida’s “Stop W.O.K.E. Act,” which restricts how race can be discussed in school. (March 30, 2023)

Table 2. Euphemism using acronym

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Thursday, March 30, 2023	W.O.K.E.	Opinion: What parents are really getting from the GOP's 'parents' rights' agenda.

3. Use of Omissions

Data 4

Griffin first warned viewers in text on screen reading “Trigger warning: medical/graphic,” before reiterating with additional text, “You’re about to see some s- - -.” (March 10, 2023)

Data 5

The next part of the clip showed the “Suddenly Susan” star at the office “of a really kick female voice surgeon,” where she underwent a preoperative procedure to numb the area of her vocal cord where the surgery would take place. (March 10, 2023)

Table 3. Euphemism using omission

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Friday, March 10, 2023	S_ _ _	Kathy Griffin shares before and after footage from vocal cord surgery as part of her lung cancer recovery
2	Friday, March 10, 2023	Kick_ _ _	Kathy Griffin shares before and after footage from vocal cord surgery as part of her lung cancer recovery

#### 4. Use of Widening

Data 1

Currently, there are deep racial inequities in our society. Black people are more likely to die of police violence, of heart disease, of cancer. They’re more likely to be impoverished. (March 26, 2023)

Table 4. Euphemism using widening

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Sunday, March 26, 2023	impoverished	Ibram X. Kendi says a backlash has 'crushed' the nation's racial reckoning. But there's one reason he remains hopeful.

#### 5. Use of Overstatement (Hyperbole)

Data 2

While Reddick was not in that project, he did go on to book his first regular role was on HBO’s “Oz,” where he played an undercover detective posing as an inmate. Eventually,

Simon cast him as Narcotics Unit Lt. Daniels, a breakout role for Reddick. Although “The Wire” was never a huge hit, its acclaim among critics and within the industry was sky high. (March 19, 2023)

Data 3

While the jeweler won’t disclose the estimated value of “around 100” items she has made available, Schwartz said the objects range from \$30,000 “to the high millions.” Around a quarter of them were previously worn by celebrities. (March 27, 2023)

Table 5. Euphemism using hyperbole

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Sunday, March 19, 2023	was sky high	Lance Reddick, star of ‘The Wire’ and ‘John Wick,’ dead at 60
2	Monday, March 27, 2023	to the high millions	Pharell Williams and Lorraine Schwartz team up for sale featuring iconic celebrity-worn jewelry.

## 6. Use of Litotes

Data 4

While Reddick was not in that project, he did go on to book his first regular role was on HBO’s “Oz,” where he played an undercover detective posing as an inmate. Eventually, Simon cast him as Narcotics Unit Lt. Daniels, a breakout role for Reddick. Although “The Wire” was never a huge hit, its acclaim among critics and within the industry was sky high. (March 19, 2023)

Data 5

When I went to drama school, I knew I was at least as talented as other students, but because I was a black man and I wasn’t pretty, I knew I would have to work my butt off to be the best that I would be, and to be noticed. (March 17, 2023)

Table 6. Euphemism using litotes

<b>Numb.</b>	<b>Edition</b>	<b>Euphemism Data</b>	<b>Title of The News</b>
1	Sunday, March 19, 2023	was never a huge hit	Lance Reddick, star of ‘The Wire’ and ‘John Wick,’ dead at 60
2	Friday, March 17, 2023	wasn’t pretty	Lance Reddick, star of ‘The Wire’ and ‘John Wick,’ dead at 60

## **DISCUSSION**

Based on the description of the data that has been presented by the researcher, then the researcher analyzes the data to find out more details about euphemisms in semantic studies and politeness principles in pragmatics studies, it can be seen from the following description.

### 1. Analysis of Forms and Functions of Euphemisms in The Celebrity News Published in CNN March 2023 Edition

#### 1.1 Using Shortening

Shortening is the process of dropping one or more syllables from a word to form a shorter word with the same meaning (Allan and Burridge 2012). The use of abbreviations can be found in the following sentence:

##### Data 1

“In my more than 20 plus years in television, I have had 17 wonderful seasons working in daytime television with Rachael. However I’ve made the decision that’s it’s time for me to move on to the next exciting chapter in my broadcast career,” said Ray in a news release from CBS. (March 6, 2023)

Based on data 1, there is an euphemism for the use of an abbreviation, namely CBS. The abbreviation CBS is included in the abbreviation type in the form of a combination of letters form of a word or phrase to the initial letters. CBS is short for Columbia Broadcasting System. When viewed from its function, the abbreviation is used to shorten a word to make it more familiar to the reader. In data 1, the editor or news writer uses the abbreviation to save space, follow the rules, increase effectiveness, and shorten the writing time.

##### Data 2

To be sure, claims of parental rights have also been used to challenge a system in which Black mothers and LGBTQ families face excessive state intervention, an over-policing that results in a higher rate of Black children removed from their homes through the abuse and neglect system and that fails to recognize lesbian parental rights. (March 30, 2023).

This abbreviation LGBTQ is a type of abbreviation that combines the form of a word or phrase with the initial letters. LGBTQ is an abbreviation for lesbian, gay, bisexual, transgender, queer, or questioning. When viewed from its function, the abbreviation is used to disguise the meaning of the thing to be conveyed to the reader and not cause

misunderstanding between the editor and the related person or thing that is being reported who is talk about people with abnormal personality like lesbian, gay, bisexual, transgender, and queer. Wardaugh (2006:240) states that euphemistic words and expressions allow us to talk about unpleasant things and neutralize the unpleasantness.

#### Data 3

Lawmakers in conservative states claiming to act in the name of parental rights are considering laws similar to Florida's "Stop W.O.K.E. Act," which restricts how race can be discussed in school. (March 30, 2023)

The euphemism style in data 3 is the use of the shortened euphemism of WOKE. The WOKE stands for Wrongs to Our Kids and Employees. Based on the theory of Allan and Burrige (2012), the abbreviation WOKE is included in the acronym type because it is a shortened form of a word or phrase to the initial letters. The shortening of WOKE can say it directly instead of Wrongs to Our Kids and Employees. When viewed from its function, this WOKE shortening is to save space, follow the rules, increase effectiveness, and shorten the writing time.

#### Data 4

Griffin first warned viewers in text on screen reading "Trigger warning: medical/graphic," before reiterating with additional text, "You're about to see some s- - -." (March 10, 2023)

In data 4, the news writer uses shortening on the word s \_ \_ \_ . The shortening of the word s \_ \_ \_ is a taboo word, namely bad luck. The trick is to remove the letters in the taboo word after the initial letter, such as s \_ \_ \_ as a substitute for the word shit.

From the data 4, researcher found an omission. The writer of the news omit some letter of taboo word after the initial letter, such as s \_ \_ \_ instead of shit. The word shit in this case expresses the feeling of annoyance about things. The writer uses dashes in this word in order to change the three letters after the initial "s". The missing letters are h, i, and t. So, it can conclude that the form of euphemism in this text is using omission.

#### Data 5

The next part of the clip showed the "Suddenly Susan" star at the office "of a really kick- - - female voice surgeon," where she underwent a preoperative procedure to numb the area of her vocal cord where the surgery would take place. (March 10, 2023)

From the data 5 is still using a shortening form, because the researcher found the word kick- - -. It also involves leaving out the letters of taboo words after the initial. It is also called an omission. The writer uses dashes in this word in order to change the three letters after the word kick. The missing letters are h, i, and t. so it concludes that the form of euphemism in this text is using omission.

## 1.2 Using Semantic Change

Burridge (2012: 73) calls it as analogy. It involves a transfer of meaning from one given context to another. The use of semantic changes can be found in the following sentence:

### Data 1

Currently, there are deep racial inequities in our society. Black people are more likely to die of police violence, of heart disease, of cancer. They're more likely to be impoverished. (March 26, 2023)

The sentence above is a euphemism for the use of the widening form. In the sentence, if viewed from the meaning of the lower middle class, it means the people with moderate to poor income. the word impoverished replaces the phrase with moderate to little income (poor). The news writer uses the word impoverished to soften the meaning so that readers are not offended and avoid misunderstanding the writer uses the phrase lower middle class (poor).

### Data 2

While Reddick was not in that project, he did go on to book his first regular role was on HBO's "Oz," where he played an undercover detective posing as an inmate. Eventually, Simon cast him as Narcotics Unit Lt. Daniels, a breakout role for Reddick. Although "The Wire" was never a huge hit, its acclaim among critics and within the industry was sky high. (March 19, 2023)

The phrase was sky high is using hyperbole. Hyperbole is a form of euphemism that the words or expressions are exaggerates. An expression or word that aims to exaggerate something with its language style (Allan & Burridge, 1991: 18). For example, the word was sky high is a form of hyperbole and means very high, The phrase sky-high means something that is high or above and very high, the phrase is considered subtle even though it uses an exaggerated expression.

### Data 3

While the jeweler won't disclose the estimated value of "around 100" items she has made available, Schwartz said the objects range from \$30,000 "to the high millions." Around a quarter of them were previously worn by celebrities. (March 27, 2023)

Similar to data 2, the data 3 also contains euphemistic phrases that use hyperbole. The phrase is to the high millions. This phrase is considered excessive because to the high millions means up to millions or very expensive. This word is included in the hyperbole type because it is considered to exaggerate a thing or a situation.

Data 4

While Reddick was not in that project, he did go on to book his first regular role was on HBO's "Oz," where he played an undercover detective posing as an inmate. Eventually, Simon cast him as Narcotics Unit Lt. Daniels, a breakout role for Reddick. Although "The Wire" was never a huge hit, its acclaim among critics and within the industry was sky high. (March 19, 2023)

The sentence above is a euphemism for the use of litotes. The phrase was never a huge hit means not very successful, not famous enough, meaning a person or organization that has a low class. the word was never a huge hit replaces the phrase not successful or not famous. The news writer uses the word was never a huge hit to soften the meaning so that readers are not offended and do not misunderstand the use of the phrase.

Data 5

When I went to drama school, I knew I was at least as talented as other students, but because I was a black man and I wasn't pretty, I knew I would have to work my butt off to be the best that I would be, and to be noticed. (March 17, 2023)

Litotes is also found in the phrase in the sentence above. The phrase is wasn't pretty. Burrige (2012: 74) mentions that the favorite strategy in using litotes is by using not and in/un. Because it is used by being made by replacing the word or phrase with the opposite of the negative word. The phrase wasn't pretty means ugly, unattractive, or not good enough. The phrase is more subtly used instead of ugly.

## **CONCLUSION**

The euphemism language style is found in Celebrity News published in the CNN (edition.cnn.com) website. The use of euphemisms or high-value words tends to have a

strong enough impact on the minds of the audience or readers compared to low-value words. Based on the research that has been conducted, the author can conclude as follows. There is a use of euphemisms on Celebrity News published in the CNN (edition.cnn.com) website. when viewed from the amount of data found, the use of euphemisms is much more widely used, this shows that the views of news writers on Celebrity News published in the CNN (edition.cnn.com) website provide a lot of information that is worthy of good communication using a nice, smooth form of language or euphemism. Based on the data that has been found by researchers on celebrity news in CNN March 2023 edition, euphemisms can be classified based on 6 of 13 types that have been described by Allan and Burrige, there are abbreviation, acronym, omission, widening, hyperbole, and litotes. In Celebrity News published in the CNN (edition.cnn.com) website March 2023 edition, the most common form of euphemism found is the abbreviation form.

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