

ABSTRACT

Napitupulu, Diori Dewi. 2017. Euphemisms in Economic News of *Kompas* Online Newspaper. Faculty of Languages and Arts. State University of Medan, 2017.

This study deals with the use of Euphemisms in economic news of *Kompas* online newspaper. The data of this study were 106 euphemisms 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 euphemisms were identify and analyzed. This study applied descriptive qualitative method. The findings show that there are six types of euphemisms found in Economic news of *kompas* online newspaper, they are Methapor, Remodelling, Circumlocution, Acronyms, Understatement, Euphemism through borrowing. The process of the types are Analogy, Distortion, Internal and External borrowing and the reasons of used euphemisms are to shield and to avoid offense, to mystify and to misrepresent, to talk up and to inflate, to reveal and to inspire.

Keywords: Euphemism, Economic news, Kompas online newspaper.

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