

CHAPTER I

INTRODUCTION

1.1 Background of Study

Internet gets its popularity because of many reasons. One certain thing is that it can make the life of its users become more practical. People can use it for various purposes e.g chatting with friends, searching for information for school or university project, selling or buying things online and socialising.

Chatting with friends is more practical than using SMS because the price is not based on how many messages sent but based on the amount of Internet data. It makes the cost cheaper for its users.

Nowadays as the Internet access is easier, most people spend their time using social media according to (Kaitlin, 2010). Because the advance of technology, they can access it anytime from their smartphone and share their opinion in the social media which they own.

Somehow it needs to be considered that social media is still a form of socialising and of course actually it is still related to social norm. It has certain rules that must be followed by its users in order to keep the socialising purpose running on a good track.

In using the social media, users do not have to put their real face on their IDs. Sometimes it tends to make people to be 'braver' and 'freer' than they are. They may think that it is okay to say or share something rude because somehow people will not know who they really are. Actually it should not be like that. They should actually use the words that correspond to the rules and norms that exist in

society because social media is a part of socialising. There are certain politeness norms that should be followed so that the the socialising process can run smoothly.

Like in any other form of societies, sometimes the social media users disobey the rules. Anyone is actually given at least two options when they react to a post. They can like or dislike it. There will be no problems when they like a post. However, things can be different if the social media users dislike a post or even personally dislike the account of the social media owner. When they dislike any post, they actually have at least two options which are to express their feeling in a bad way or just to ignore it. Some of them may just use swearwords to be a satisfying way to express their dislikeness.

Swearing is usually related to bad and rude language which is inappropriate to use in certain condition especially in real life communication. The main purpose of swearing is to express emotion especially anger and frustration (Jay, T; Janschewitz, K, 2008). Swearwords are great to express emotion as their primary meanings are connotative. When people swear, they will say something very rude which often has 'unreal' literary meaning. It happens when for example someone said *asshole* in his or her conversation. Of course that person does not mean that his or her partner is *asshole* in its real meaning because he or she is a human, not part of human.

To make this study, the writer needed to read other study which had been done by other scholars in order to get some inspirations of the way the swearwords are analysed and to get the things that might enrich this study. In (Hagen, 2013), Hagen conducted a study entitled Swearwords and Attitude

Change. He sought the relationship of the swearwords and attitude change and divided his participants of the study into two groups which are a group of people between 20 and 30 years and a group of people above 60. Hagen did not give further explanation which laid behind his choice to analyse the people under those age groups only. However, his study showed that both groups reported that the severity of the swearwords was highly dependent on how the context was.

Another previous study the writer had read was a research entitled *An Analysis of the Pragmatic Functions of "Swearing" in Interpersonal Talk* in (Wang, 2013) conducted by Na Wang. She wanted to know the pragmatic functions of swearing in everyday talk. She found out that although swearing had always been regarded as undereducated, obscene, rude, and profane language in society, many people were regularly used swearwords in their everyday lives. Hence, she believed that there might be some kinds of unique communicative function that could not be accomplished through other linguistic means. Her finding was that the pragmatic functions of swearwords could be for expressing emotions, verbal emphasis, group solidarity and aggression.

1.2 Field of the Study

The field of this research is within the domain of Sociolinguistics.

1.3 Scope of the Study

In this study, the writer used his Facebook, noted the swearwords and the taboo words that he found from the posts, and categorised them based on (Jay, 2009) and (Swan, 2005) theories.

1.4 Problem Formulation

In this research, the writer has one problem formulation related to the analysis of the swearwords which usually came up in the Facebook. It is as follows:

- Under which categories do the swearwords used in the Facebook belong to in Swan's theory (2005)?

1.5 Objectives of the Study

Based on the problems formulated above, the writer has one main goal in his research, as follows:

- To investigate the categories of swearwords used in Facebook under Swan's (2005)

1.6 Significance of the Study

The writer hoped that this study can be used to give better understanding about Sociolinguistic especially about swearwords.

1.7 Definition of Terms

Swearwords are the taboo words which are used to express emotions, especially anger and frustration and are well suited to express emotion as their primary meanings are connotative (Jay, T; Janschewitz, K, 2008).