

Research Article

A Dysphemism Behind the COVID-19 Phenomenon

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Abstract.

This research aimed to study the types and purposes of dysphemisms in Mandarin online news platforms Guoji Ribao and Hao Bao. Ten news articles, dating from August to September 2021, were collected. The collected data were analyzed through data reduction, data presentation, conclusion drawing, and data verification. In the data analysis, the study was based on the Allan and Burrige dysphemism theory, and in describing the meaning of each dysphemism sentences, a lexical semantics approach was used. The results showed that Guoji Ribao and Hao Bao applies dysphemism in their news content and most of them are found as words inserted into sentences. Based on the findings, dysphemism is classified into three types: the use of dysphemism to address a person or a group of people, certain conditions, and certain activities. Each classified data showed different purposes. The purpose of using dysphemism is to demean a person or a group of people for the bad deeds they have committed, to demean someone of a lower position, to give negative nicknames, to give terrifying impressions to a situation, to give negative impression toward an activity and to compare two unequal things.

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1. Introduction

The COVID-19 phenomenon is one of the historical phenomenon ever occurred. The restriction in interaction and activities and vaccination are conducted in order to break the COVID-19 spread. The effect from various sectors, is the emergence of a virus mutation that is predicted to spread more rapidly, deaths, and the development of recovery or treatment and many other information the society keeps monitoring on. Therefore, various media also vie for providing and updating information regarding the COVID-19 pandemic. An opinion says that media are the main institution of ideological reproduction in industrialized societies. The media also has a strong impact on our social life such as our knowledge, values and even our social relationships. Because media plays a key role in the construction of social reality due to their capacity to create representations that contribute to building up social identities [1].

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Through news media, journalists put the result of their observation and writing into publication and provide information to the society. In the process, journalists apply journalism language based on the standard language that pays attention to grammatical principles and proper pronunciation [2]. Chaer states that there are also various kinds of journalism language. The various kinds of journalism language have its own characteristics that distinguish them from each other, adjusted to the purpose and the readers [3].

Having a good writing skill is essential for a journalist. The news media and journalists will also use the strength of their journalism language to attract readers. The media could be the source for creating people's opinions but in other hand media representations are shaped by culture and society [1].

The one thing that news media should be taken into consideration is the language strength such as diction, language style, attractiveness, content quality, and appearance. One of the language strength is the variety of language style. Journalists can use the refined and polite language style (euphemism) or the deliberately exaggerating, coarsen, even deliberately demeaning the interlocutor language style (dysphemism). The use of dysphemism may also easily be found in online news media. Online news media is a latest media that can be easily and quickly accessed as they are up to date, real-time, and practical. Up to date, because online media can upgrade an information or news from time to time. Real-time, because online media can directly provide information and news right when the event is occurring. Practical, because online media is accessible anywhere and anytime, as long as it is connected to the internet and the language of journalism is the news media's strength [4].

Allan and Burrige stated that dysphemism is originated from Greek 'dys' which means 'bad' or 'ugly' and 'pheme' which means utterance [5]. Allan and Burrige also stated that "A dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason" [6]. Although dysphemism tends to be used deliberately to offend other people with a coarse and negative language, it is oftenly found in social life, whether the dysphemism is used by ourselves or other people to attack or be attacked, to offend or be offended.

According to Sutarman, the use of dysphemism is not limited to the emotions of the speaker such as cursing, swearing, scolding, snapping, etc [3]. Dysphemism also relates to taboo terms. Taboo terms are frequently used in dysphemism aiming to hurt, insult, and give bad nicknames, even cursing. Using dysphemism to compare human and animals that are considered bad. Using dysphemistic nicknames taken

from fictional works to give the impression that the other person is not normal [5]. These things have a same purpose which is offending or insulting in a disrespectful tone.

A coarsen meaning or dysphemism is one of the language styles that are frequently used in journalism. Based on the writer's initial observation in journalism, the use of dysphemism can be distinguished into direct and indirect dysphemism. One of the use of direct dysphemism is in news title to quickly attract the reader's curiosity towards an event, figures, policies, and others. Journalists deliberately use a coarsen meaning in the title or headline to influence, sway opinions, offend, demean, even insult the object of the news, where in the use of direct dysphemism journalists will also apply the coarsen meaning to the content of the news. One of the use of direct dysphemism that is widely applied by journalists is mostly found in political news.

On the other hand, journalists can use indirect dysphemism where they do not use or apply it in the news title or headline. Journalists prefer to insert it in the texts or the news content to keep and to respect the things or people that are being reported in the news or not to offend directly. The use of indirect dysphemism has lower chance of effecting, offending, mocking or insulting than the use of direct dysphemism. Even though dysphemism is mostly found in political news however the journalist would not waste the opportunity to be able to report on cases or phenomenal events like the COVID-19 pandemic and use dysphemism to attract readers. As well as online Mandarin news media such as Guoji Ribao and Hao Bao Daily.

Historically, the first Mandarin newspaper in Indonesia was emerged in 1910, named Harian Indonesia or Sin Chew Jit Poh, or 印尼星洲日报. The newspaper was established by the Chinese descendants in Indonesia who vocalized nationalism. Certain conditions affected the discontinuation of the publishing [7]. However, after Soeharto presidency, Mandarin newspapers started publishing again, such as Guoji Ribao and Hao Bao Daily.

Guoji Ribao is a collaboration of 3 media; Guoji (LA-United States), Wen Wei Po (Hong Kong), and Ren Min RI Bao (China), intrigued to make Mandarin newspapers in Indonesia. The collaboration of these media then become known as Guo Ji Ri Bao which means International Daily News, which started publishing in the late 2000, then it joined Jawa Pos Group making Guo Ji Ribao become more solid. Guoji Ribao can be accessed online at 首页 - 国际日报 (guojiribao.com) [8].

Hao Bao was published as a weekly newspaper in Medan on December 3rd 2008. In May 11th 2011, Hao Bao developed from weekly newspaper to daily newspaper, publishing 24-28 large pages everyday, focusing on reporting local and international news

about politics, economics, social, culture, and sports to Chinese readers in Indonesia. Since 2014, Hao Bao can be accessed online at www.haobaodaily.co.id [9]. However, since the COVID-19 pandemic Hao Bao stopped publishing on May 1st 2020, and became an online media.

In this study, the researcher focuses on Mandarin online news, due to the vast development of Mandarin language in many countries. In Indonesia, Mandarin has been widely studied in various institutions, both public and private institutions. In the 2nd seminar on The Politics of National Language held on February 25th to February 28th 1975 in Jakarta discussing about the function of Mandarin language in Indonesia as a foreign language, Amran Halim, the head Center for Language Development and Development of the Ministry of Education and Culture states that:

“The distinction in function enables us to place certain foreign languages, especially English, Dutch, German, and French, in a position where its function is not more than as a connection tool between nations, as a tool that enables us to obtain the avail of science and technology advances in other countries, and as one of the sources to enrich our national language” .

Through the statement, it can be seen that the politics of national language does not cover only Indonesian language and vernacular languages, but also the foreign languages in Indonesia, including Mandarin [10]. It can also be concluded that the function of Mandarin in Indonesia includes a connection tool for communication and cooperations between nations or nowadays are known as the term “people to people connection through language” and the term “G to G Diplomatic” (Government to Government Diplomatic). On the other hand, Mandarin in Indonesia can also be used to obtain information regarding the advances of science and technology.

However, the use of dysphemism can not be separated from the intended meaning and purpose. A semantic theory is a study about meaning, Tarigan states that semantics is analyzing symbols or signs that state meaning, the connection between meanings, and its effect towards human and society [3]. Another opinion states that the semantics characteristics study the connection between the lingual signs and the things it signified (meaning), where the meaning may refer to (1) refined meaning (euphemism), (2) original meaning, and (3) coarsen meaning (dysphemism) [5]. Based on the statement, studies on the meaning of dysphemism in the Mandarin online news text may influence Mandarin language learners in increasing their Mandarin knowledge of the meaning of the dysphemism used in Mandarin online news.

2. The concept of 丢脸 diulian

Some of dysphemism aims to bring down, disgrace, and humiliate one or a group of people, things, and others. This goal can be linked to the concept 丢脸 diūliǎn in Chinese culture. Literally 丢脸 diūliǎn means 丧失体面 sàngshī tǐmiàn disgrace or 失去了体面、好感或荣誉 shīqùle tǐmiàn, hǎogǎn huò róngyù lose dignity, favor, or honor [11]. The concept of diūliǎn in Chinese culture has emerged in 1973 through the work of the famous Chinese writer Lu Xun one of the founders of modern Chinese Literature entitled “且介亭杂文”·这‘脸’有一条界线，如果落到这线的下面去了，即失了面子 zhè ‘liǎn’ yǒu yītiáo jièxiàn, rúguǒ luò dào zhè xiàn de xiàmiàn qùle, jí shīle miànzi, yě jiào zuò ‘diūliǎn means It means “This” face” has a boundary, if it falls below this line, it will lose face, which is also called “losing face” [12].

The difference in the concept of 丢脸 diūliǎn and dysphemism is that 丢脸 diūliǎn is the result or effect of the rude words or sentences expressed. That the dysphemism will cause the loss of honor, self-esteem, or damage to the good name of someone or something. For example in the work of Lao She “骆驼祥子” “Luòtuó Xiángzi” :

“那些拉着买卖的，即使是最漂亮的小伙子，也居然甘于丢脸，不敢再跑，只低着头慢慢的” “Nàxiē lāzhe mǎimài de, jíshǐ shì zuì piàoliang de xiǎohuǒzi, yě jūrán gānyú diūliǎn, bù gǎn zài pǎo, zhǐ dīzhe tóu màn man de zǒu” . In the quote, the sentence describes “even the most beautiful young men who lead the business are willing to lose face and dare not run any more” .

And on Yang Shuo’ s work entitled “阅微草堂”的真面目yuè wēi cǎotáng” de zhēnmiàn mù” : “我探听过几个佃户，他们觉着丢脸，谁也不肯明说 wǒ tàntīngguò jǐ gè diàn hù, tāmen juézhe diūliǎn, shéi yě bù kěn míngshuō. Which is means “I inquired about several tenants, who felt ashamed and refused to say it clearly.

3. Literature Review

Some studies on dysphemism in newspapers or online news media has been conducted vastly, such as in Ristanto’ s study that discusses the effect of dysphemism on two most popular rubric online news media. The effect found in the news text are the senses of coarsening, frightening, demeaning, and disgusting [5]. Meanwhile, Fadely focuses on dysphemism and euphemism in Ruslan Ismail Mage’ s work features using printed mass media as the source of data. The underlying purpose of using dysphemism in mass media is to reveal the annoyance of the refusal towards the irritation and the disappointment of a person. Dysphemism is also used as a weapon

to encounter other people or for venting rage. The shift in governmental regime from Orde Baru to Orde Reformasi also creates shifts in the use of language style in mass media [2].

A study that also focuses on using online media in foreign language is Kurniawati's study. The study uses Spiegel Online, a magazine that has most readers in Germany, and is highlighted as a political magazine. The result of the study shows that the forms of grammatical units of euphemisms and dysphemisms in Spiegel Online consist of words, phrases and sentences. The backgrounds of the use of euphemisms in Spiegel Online are: 1) to avoid the use of words which can cause panic or anxiety; 2) to mitigate speech; 3) to diminish or tone down a painful evocation or tragedy; 4) to engage in diplomacy or rhetoric purposes; 5) to replace forbidden words, taboos, vulgar or negative imaged-words; 6) to hide something; 7) to respect or appreciate others; and 8) to tease or criticize others smoothly. The backgrounds of the use of dysphemisms in Spiegel Online are: 1) to constitute taboos, improper, or immoral matters; 2) to show one's dislike or disagreement; 3) to give negative description; 4) to show anger or irritation; 5) to scold; 6) to show disrespect; 7) to mock; 8) to exaggerate or overstate; 9) to criticize; and 10) to show trivial matters [6].

One of the studies that have a strong linkage to this study is Sameer (2020) which also uses the COVID-19 phenomenon but focuses on the subject of the dysphemism use. The study is titled "Words as Powerful Weapons: Dysphemism in Trump's Covid-19 Speeches". Sameer observed Donald Trump's language style as the US president who tends to use dysphemism. It has been found that Trump referred to strong language and war metaphors to defend himself and his point of view, to shape Americans' thoughts and views, or to attack other countries or institutions. Several conceptual metaphors, including Covid-19 is a) an invisible enemy, b) a foreign enemy, c) a dangerous threat, and d) a global battle, were commonly used. The data analysis shows that Trump has a linguistic mastery of eloquent and persuasive devices in political discourse which permitted him to make a shift in Americans' thoughts and opinions [13].

However, there only a few studies that concentrate on Chinese dysphemism. Therefore this study focuses on identifying the use of dysphemism in Mandarin online news media Guoji Ribao and Hao Bao that provide information and news regarding the COVID-19 phenomenon from around the world. Another important thing is in Mandarin, it is known as the concept of 地道dìdao (真正的、纯粹) means that Mandarin learners can speak Mandarin like the Chinese themselves. And this is also related to the concept of polite language culture in Mandarin. Each language contains the

concept or standardization of language politeness. What needs to be understood for foreign students is that language cannot be separated from the culture and social aspects of a nation [14]. Knowing the concept of language culture will greatly help language learners to communicate well with native speakers and avoid offending the interlocutor.

Therefore this research is expected to help the learner of Mandarin study the meaning or style of dysphemism. How they form and meaning of the consciousness and what the purpose of that dysphemism is. Through this research, also helps the Mandarin language learners avoid using words or phrases that can confuse the Chinese speakers in particular. In this study, researchers used the Mandarin online news to see the examples of dysphemism related to the COVID-19 phenomenon.

4. Methods

Based on Moeloeng's statement, one of the research approaches that aims to understand a phenomenon and can be described in words, and the language in a scientific context and by utilizing various scientific method, is a qualitative approach [5]. Therefore, this study uses qualitative approach where the writer sees the COVID-19 phenomenon and describe it in words and sentences that contain dysphemism from two Mandarin online news media, Guoji Ribao 首页 - 国际日报 (guojiribao.com) and Hao Bao www.haobaodaily.co.id.

The data collection was conducted from August to September 2021 using 10 Mandarin online news. The data in this study are words, phrases, clauses, and sentences in the news title and content. Due to the use of written language in this study, where the news contain communication structure, this study also uses discourse analysis technique [5] and the data collection was conducted by note-taking technique. Furthermore, the writer also applies and utilizes other scientific methods, such as data reduction, data presentation, conclusion drawing, and data verification in the data analysis step, based on Miles and Huberman [15].

Based on Allan and Burridge dysphemism theory, the data reduction is conducted by organizing and summarizing the main and important things in the form of table and report. In data presentation, the data are categorized based on the main issues and are presented in matrix in order to ease the writer in seeing the connection between the types and meanings in the data where the writer uses lexical semantics theory to reveal the meaning. Lexical semantics emphasizes more of the meaning in the dictionary or center the language in the meaning system in words, as stated

by Pateda [3]. In this study, the writer uses the 6th edition of Modern Chinese Dictionary 现代汉语词典第六册. In the conclusion drawing step, the data are put into temporary conclusions then enters the verification step using credibility test which is cross-checking and conducting discussion between the researcher team (analytical discussion) to establish the result of the study.

5. Result and Discussion

Based on the result of the analysis, the writer classifies the use of dysphemism in Mandarin online news media Guoji Ribao and Hao Bao Daily into 3 classification as the dysphemism is addressed to 3 different things such as a certain person or a group of people, a certain condition, and a certain activity. Meanwhile, each data or sentence has different purpose. The purposes can be seen in the following table.

Table 1: The Purposes of dysphemism.

Purposes	Data
To demean a person or a group of people	1, 2, 3
To give negative dysphemistic nicknames to a situation	4, 5
To give terrifying impression towards a condition	6
To show disrespect	7
To give negative impression towards an activity	8
To compare two unequal things	9

1. Addressed to a person or a group of people

Based on the result of the analysis found in Mandarin online news text Guoji Ribao and Hao Bao, it is showed that direct dysphemism is addressed to a person or a group of people aiming to demean the reported subject.

Data (1)

以致他的人口识别号码也被不负责任分子在网上传播。

Yǐzhì tā de rénkǒu shìbié hàomǎ (NIK) yě bèi bù fù zérèn fēnzǐ zài wǎngshàng chuánbò.

As a result, his population identification number was also spread on the Internet by irresponsible elements.

Based on Modern Chinese Dictionary 现代汉语词典第六册 the word 分子 has two different pinyin and meaning. (1) [fēnzǐ]: The smallest particle in a substance that can exist independently and maintain all the chemical properties of the substance. It is

composed of atoms. (2) [fēnzǐ]: (name) people who belong to a certain class, stratum, group or have certain characteristics.

The first meaning of the word 分子 is addressed to a thing and the second meaning of the word 分子 is addressed to a people or a group of people of certain class. In this case, the writer concludes that the journalist uses the word 分子 fēnzǐ (the second meaning) intended to demean a group of people who broke the law by leaking and selling the personal data of the vaccination participants in the Peduli Lindungi application, even the personal data of the president of Indonesia, Mr. Joko Widodo.

Data (2)

泄露 Peduli Lindungi 数据团伙落网。

Xièlòu Peduli Lindungi shùjù tuánhuǒ luòwǎng.

The gang that leaked Peduli Lindungi data was trapped.

In data (2) the dysphemism sentence are marked with the following words 泄露 xièlòu (leakage), tuánhuǒ 团伙 xièlòu (gang), 落网 luòwǎng (trapped). The word 团伙 means 纠集在一起从事不轨活动的的小集团 jiūjí zài yīqǐ cóngshì bùguǐ huódòng de de xiǎo jítuán a small group gathered together to engage in illegal activities. In this sentence, the journalist deliberately uses the word 团伙 which directly refers to a group of people committing crime by selling the personal data of the vaccination participants from the Peduli Lindungi application to certain people.

Other than that, the sentence also uses some other words referring to the words that have coarsen meaning such as the word 泄露 xièlòu and 落网 luòwǎng. 泄露 xièlòu means 不应该让人知道的事情让人知道了 bù yìng gāi ràng rén zhīdào de shìqíng ràng rén zhīdào le what should not be known is known. The meaning of 泄露 xièlòu is clear that the group of people (分子) has leaked (coarsen meaning) or telling things that should not be told to others (不应该让人知道的事情让人知道了) (refined meaning). The word 落网 luòwǎng means 上圈套 shàng quāntào fall into trap (coarsen meaning) that means the group of people has been caught by the police. In data (2) the sentence clearly aims to demean the group of people.

Data (3)

为此，他已命令下属进行巡逻，以监视急于开放面对面教学的学校。

Wèi cǐ, tā yǐ mìnglìng xiàshǔ jìnxíng xúnluó, yǐ jiānshì jíyú kāifàng miànduìmiàn jiàoxué de xuéxiào.

Therefore, he commands his servants to conduct a patrol to monitor the schools that planned to open for face-to-face learning activities.

In data (3) the word 下属 means 下级 servants or 解释为归属或从属于 jiěshì wèi guīshǔ huò cóng shǔyú interpreted as possessions or servants. In this case, the news text related to the restriction of face-to-face learning activities in Medan uses the word 下属 to refer to the employee which level is below the mayor. In Mandarin, there are several words that are interpreted as an employee or staff, such as 员工, 职, 工作人员. The use of dysphemism aims to demean someone's position.

Dysphemism is also related to culture. In the Chinese culture, it is known as the term 面子 miànzi (表面的形象、虚荣(biǎomiàn de xíngxiàng, xūróng) which means a countenance associated with someone's dignity. Face, lian or mianzi in Chinese, is an intricate and abstract concept which does not have precise translation in English. It generally renders as one's "reputation", "prestige", "dignity", or "honor" [16]. However, in data (1) and (2) above, the dysphemism addressed to a person or group of people is deliberately done in order to lose self-image (丢脸、没有面子 diūliǎn, méiyǒu miànzi). Everyone wants to "have face" (you mianzi) in front of others. People act in accordance with propriety to "gain face" for themselves and to save or give "face" (gei mianzi) to honor others in social interaction. If one talks or behaves indecorously and embarrasses oneself or others in public, both parties then run the risk of "losing face" (diulian or meimianzi).

1. Dysphemism addressed to certain conditions

The COVID-19 phenomenon also creates various condition effect. Certain conditions creates different reactions. Based on the certain conditions, in the online Mandarin news text the coarsen meaning is used in certain words to increase a sense of dramatization. This can be seen in the following data.

Data (4)

许多曾替美国卖命的阿富汗人害怕塔利班的报复，正拼命想要获取签证以便将来移民美国，而使馆暂停业务的决定极大地影响了这些人的“努力”。

Xǔduō céng tì měiguó màimìng de āfùhàn rén hàipà tālibān de bàofù, zhèng pīnmìng xiǎng yào huòqǔ qiānzhèng yǐbiàn jiānglái yímín měiguó, ér shǐguǎn zàntíng yèwù de juédìng jí dàdì yǐngxiǎng zhèxiē rén de "nǔlì".

Many of the Afghan people who have sold their life to the US are terrified of the vengeance of Taliban, and strive to get visa to immigrate to US in the future. The embassy's decision to suspend the business has been very influential to these people's "effort".

In data (4) there are 3 words using coarsen meaning such as 卖命màimìng, 报复bàofù, dan 拼命pīnmìng that refer to the condition of a person or a group of people.

The context in the news is the massive spread of the COVID-19 in the US embassy for Afghanistan office stopped various activities including the visa making. The closing of the US embassy for Afghanistan makes the people who have sold their life (卖命màimìng) or work hard for the embassy afraid of the vengeance (报复bàofù) of Taliban as they are considered to have betrayed their country. Therefore, the workers strive (拼命pīnmìng) to get a visa immigration to United States.

Other than that, the use of 这些人zhèxiē rén clause means “these people”. The clause is not a standard and refined clause. The clause can be substituted with 他们tāmen that sounds more polite. The use of the 这些人zhèxiē rén clause is categorized to the first type the (dysphemism addressed to certain group of people). Meanwhile, the purpose of dysphemism in the sentence is to give dysphemistic or negative nickname to a condition that the object of the news undergoes.

Data (5)

由于商业参与者在接种疫苗后恢复活动的信心增强，也出现了经济紧张。

Yóuyú shāngyè cānyù zhě zài jiēzhǒng yìmiáo hòu huīfù huódòng de xìnxīn zēngqiáng, yě chūxiànle jīngjì jǐnzhāng.

Due to the increased confidence of business participants in resuming activities after vaccination, there was also economic tension.

In the news text titled 印尼企业家协会：大规模疫苗接种可加速经济增长 Yìnní qǐyè jiā xiéhuì: Dà guīmó yìmiáo jiēzhǒng kě jiāsù jīngjì zēngzhǎng, It reports about the statement from the head of the Indonesian Employers Association (APSINDO) Ary Meizari Alfian stating that after being vaccinated, the employers of small, medium-sized, and micro businesses will be more confident in reopening and restarting their business, this is also one of the economic recovery indicators.

However, the journalist also writes 由于商业参与者在接种疫苗后恢复活动的信心增强，也出现了经济紧张 yóuyú shāngyè cānyù zhě zài jiēzhǒng yìmiáo hòu huīfù huódòng de xìnxīn zēngqiáng, yě chūxiànle jīngjì jǐnzhāng in the news. The COVID-19 pandemic badly impacts various sectors such as the economic sector in Indonesia, which had experienced economic pressure (经济紧张jīngjì jǐnzhāng). Literally, 经济jīngjì means economy and one of the meanings of the word 紧张jǐnzhāng in the modern Mandarin dictionary is 激烈或紧迫 jīliè huò jǐnpò, intense or urgent. The purpose of the dysphemism is to give negative dysphemistic nickname towards a condition.

Data (6)

人和病毒共存是一个美好的愿望，它是需要条件的，目前时机尚不成熟，应该说，我们和病毒这场持久战，目前正处在相持的阶段。

Rén hé bìngdú gòngcún shì yīgè měihǎo de yuànwàng, tā shì xūyào tiáojiàn de, mùqián shíjī shàng bù chéngshú, yīnggāi shuō, wǒmen hé bìngdú zhè chǎng chíjiǔ zhàn, mùqián zhèng chù zài xiāngchí de jiēduàn.

The coexistence of human and virus is a good wish. It requires conditions. At present, the time is not ripe. It should be said that this protracted war between us and virus is at a stalemate stage.

The Guoji Ribao news media publishes a news on September 26th, in the Wuzhen summit of 2021 World Internet Conference - Global anti epidemic and in the international communication forum hosted by China News Agency that was held in Wuzhen, Zhejiang Province where Zhang Boli, an academician of the Chinese Academy of Engineering and the honorary president of Tianjin University of Traditional Chinese Medicine, delivered a speech by video stating that human and virus can live together but in certain conditions.

However, it is not possible in the current condition. The given condition uses 不成熟 bù chéngshú, dysphemia which means under-developed. The developed itself refers to 生长或发展到完善的程度或阶段 the degree or stage of growth or development to perfection. In the sentence, the clause 这场持久战 zhè chǎng chíjiǔ zhàn shows a condition where human has to undergo a long war and currently enters a dead end phase 相持的阶段 xiāngchí de jiēduàn. The purpose of the dysphemia phrase is to give terrifying impression towards a condition.

1. The dysphemism addressed to a certain activity

The data found also show that through the COVID-19 phenomenon in the Mandarin online news text Guoji Ribao and Hao Bao, the dysphemism is used towards certain activities. In data (7) and (8) the activities are conducted by certain society or institution who made use of the COVID-19 pandemic condition. Meanwhile, in data (9) the activities seem to compare unequal objects between human and a thing.

Data (7)

如果政府发现许多医疗机构决心从适用法规中玩弄 PCR 的价格那么政府将会实施了制裁，直至吊销许可证。

Rúguǒ zhèngfǔ fāxiàn xǔduō yīliáo jīgòu juéxīn cóng shìyòng fǎguī zhōng wán nòng PCR de jiàgé nàme zhèngfǔ jiāng huì shíshīle zhìcái, zhízhì diàoxiāo xǔkě zhèng.

If the government finds many medical institutions recklessly mess with the PCR price, the government will give penalty until the license is revoked.

The word 玩wán means “messing with” and the word 弄 refers to the activity of玩. Wán. The government policy plan is to apply PCR test for people who are going to travel. However, the policy is yet to have the established price from the Indonesian government. This condition may be used by certain people to establish high price in selling to the people in need of the test as a travelling requirement. Therefore, the government gives an anticipation utterance or a warning in the sentence in data (4) using the word “messing with” 玩wán. In the sentence, the dysphemism is used to show disrespect towards people who mess with the PCR test price by establishing a high price.

Data (8)

此外，鲍比还谈到了在棉兰还有多家私立学校暗中或偷偷进行面对面教学。

Cǐwài, bào bǐ hái tán dào le zài mián lán hái yǒu duō jiā sī lì xuéxiào ànzhōng huò tōutōu jìnxíng miànduìmiàn jiàoxué.

Other than that, Bobby also talked about how many private schools in Medan secretly conduct face-to-face learning activities.

The dysphemism in the sentence is indicated by the word 暗中ànzhōng and 偷偷tōutōu. The word 暗中ànzhōng means 黑暗之中 hēi' àn zhī zhōng “in the dark”. 偷偷tōutōu is a repetition from the word偷tōu which means “stealing”. Both words show a prohibited activity. The COVID-19 pandemic condition in Indonesia uses the term “level 1-4” for the enforcement of the activity restrictions based on the COVID-19 crisis assessment level criteria in each regions in Indonesia. The region level establishment is based on the Public Health Adjustment Indicator and Social Restrictions in the COVID-19 Pandemic Countermeasures established by the Ministry of Health.

Same goes to Medan city which was still in the 4th level at the moment the news was published, meaning that according to the instruction of the Ministry of Home Affairs (Mendagri) the 4th level of emergency Restrictions Towards Community Activities (PPKM darurat) is adjusted to the level criteria of the pandemic situation based on the result of the assessment. The PPKM 4 rules are applied in teaching and learning activities (Schools, universities, academies, and training sites) which done online. Then, the activity organizations in non-essential sector are enforced 100% (one-hundred percent) Work From Home (WFH).

However, in the Medan mayor news context, Bobby Nasution found several private schools (家私立学校jiā sī lì xuéxiào) secretly organize direct learning activities and this

breaks the law as Medan is still in a condition where it is not possible to organize face-to-face learning activities. In data (6) the journalist uses the word 暗中 ànzhōng and 偷偷 tōutōu that aims to give negative impression towards the activity.

Data (9)

加速疫苗接种，与病毒变异赛跑。

Jiāsù yìmiáo jiēzhǒng, yǔ bìngdú biànyì sàipǎo.

To accelerate the vaccination and competing against virus mutation.

The word 赛跑 sàipǎo can be classified into two syllables, the 赛 sài taken from the word 比赛 bǐsài that means “competing” and 跑 pǎo means 两只脚或条腿迅速前进 liǎng zhī jiǎo huò tiáo tuǐ xùnsù qiánjìn two feet or legs move forward quickly. From the combination of the two words, 赛跑 sàipǎo means 运动项目的一种 yùndòng xiàngmù dì yī zhǒng A kind of sports. The word 赛跑 sàipǎo clearly means that the word illustrates a competition of a physical sport activity that uses legs as its main tool, but in the sentence the vaccination activity conducted by human is compared with the virus mutation speed, meaning that the vaccination activity must be conducted and done quicker in order to balance the COVID-19 virus mutation speed that is predicted to be more dangerous. The purpose of the dysphemism is to compare two unequal things.

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6. Conclusion

The dysphemism behind the COVID-19 phenomenon seen from the news in online news media Guoji Ribao and Hao Bao are applied more in the news content and many found in the form of words that are inserted to sentences. The effect of dysphemism behind the COVID-19 pandemic phenomenon it self relates to the concept of 丢脸 in Chinese culture.

Based on the findings, the use of dysphemism can be classified into 3 types, such as dysphemism addressed to a person or a group of people, certain conditions, and certain activities. Each data that are classified in each classification shows different purposes.

In the first classification (dysphemism addressed to a person or a group of people) the three data aim to demean a person or a group of people for the bad deeds they have committed and to demean someone of a lower position. In the second classification (dysphemism addressed to certain conditions) the two data aim to give negative

nicknames and terrifying impression to a situation. In the third classification, each data has a different purpose, such as to show disrespect, to give negative impression towards an activity, and to compare two unequal things.

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