



## Euphemism Analysis on Retno Marsudi' Speech at the 2024 ICJ Public Sitting

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### ABSTRACT

This research discusses the euphemism in the oral statement of the Minister of Foreign Affairs of the Republic of Indonesia in 2014 at the Public Sitting of the International Court of Justice on The Legal Consequences Arising from The Policies and Practices of Israel in The Occupied Palestine. This research aimed to find out how types of euphemisms are used and find out their purpose. The method used was a qualitative method with data in the form of Retno Marsudi's verbal statement. The data were analyzed using the warren framework to determine the type and function of the euphemism uttered. This research resulted in Compounding (10.5%), derivation (10.5%), Blends (5.26%), acronyms (5.26%), and abbreviations (5.26%) as part of word formation. Phonemic modification is represented by abbreviations, appearing once at 5.26%. The speech utilized a variety of semantic innovation strategies: particularization, implication, metaphor, metonymy, and understatement each appear twice, accounting for 10.53% each. Reversal/irony and overstatement were used once, each constituting 5.26%. The way euphemistic functions were distributed in Marsudi's discourse showed that coherent, provocative, underhanded, and protecting euphemisms were all used in moderation. The percentage of protective euphemisms was 21.1%; the percentage of underhanded and cohesive euphemisms is 15.8%; the percentage of provocative euphemisms was 31.6%; the percentage of uplifting and ludic euphemisms was less, at 5.3% and 10.5%, respectively. The use of euphemisms aims to convey a strong yet diplomatic message, highlight political and legal sensitivities, and emphasize urgency and injustice so that the message conveyed remains firm yet expressed subtly, clarifying Indonesia's diplomatic position while provoking understanding and emotional responses from the audience.

### Keywords:

*Euphemism; Warren framework; Euphemism type; Euphemism purpose; ICJ*

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## INTRODUCTION

Conversation is a fundamental units of human interaction, play a vital role in shaping our daily lives, relationships, and societal dynamics (Setyowati & Setyawan, 2023). As an important element of language and a common linguistic phenomenon, euphemism is widely used in our everyday life (Hong, 2019). Euphemism flourishes in environments where there is a need to obscure and disguise the true nature of certain activities. In the "antilinguages" of subcultures, particularly those associated with the underworld, euphemisms serve the purpose of concealing nefarious activities, thereby keeping outsiders unaware of the actual events (Burridge, 2012). This type of euphemism, characterized by avoidance language and evasive expression, becomes a critical tool for maintaining secrecy and managing the perception of outsiders. The Polynesian word "tabu," which means "to forbid," is basically where the word "taboo" originates, and the concept of "forbidden" is expanded to encompass any type of behavior that is forbidden (Allan & Burridge, 2006). Euphemisms are characterized by avoidance language and evasive expression. They are created when we face the tricky problem of how to discuss certain topics in different contexts without speaking unrestrainedly, given the prevailing social or situational constraints (Smith, 2012). In reality, distinct euphemistic patterns are found in various societies, communities, and social classes.

Some researcher conducted reasearch in the euphimism filed so far. Rachmadhani (2023) conducted study on euphemism in the realm of stand-up comedy (Rachmadhani & Syarif, 2023). She examines how euphemisms are used in Jimmy O Yang's stand-up comedy. The study's data came from two videos that the YouTube channel laugh society uploaded in the year 2022. The euphemism function hypothesis proposed by Burridge (2012) was used to categorize the data in this investigation. The results of this study indicate that euphemism serves five different purposes: protection, underhanded, ludic, provocative, and uplifting euphemism. In the realm of political language, Burridge (Burridge, 2012) analyzed the strategic use of euphemisms to obscure unpleasant realities and soften the delivery of contentious statements. She highlighted the role of euphemisms in shaping public perception and maintaining a veneer of diplomacy. Similarly, Crespo Fernández (Crespo-Fernández, 2018a) examined the employment of euphemism in politicians use to approach unsettling, embarrassing, or distasteful, i.e. taboo, topics without appearing inconsiderate to people's concerns. These studies emphasize the importance of euphemism in in the discourse of local and state politicians from New Jersey (USA) in a sample of language data excerpted from The Star-Ledger, the state's largest newspaper. The other euphemism research as innovative digital technology-based learning tools in social media were done by Waljinah and friends (Waljinah et al., 2020). The euphemism data were described and analyzed according to their type and shape using the qualitative descriptive approach. The analysis's first finding was the prevalence of a certain kind of euphemism in social media, figurative expression, circumlocution, hyperbole, and colloquialism, which is used to soften

language for specific purposes. Second, euphemisms in social media could be employed as an innovative digital technology-based learning tool. Despite the extensive body of research on euphemism in political contexts, there is a notable gap in the literature regarding the use of euphemism in formal diplomatic speeches, particularly those delivered in high-stakes international legal settings.

Unlike previous studies that primarily focus on political rhetoric or media framing, this research delves into the intricacies of diplomatic language used in an international legal forum. Euphemism, as a linguistic and rhetorical device, is crucial in diplomatic discourse, offering a way to address sensitive or controversial issues without provoking unnecessary conflict (Abidi, 2016) (Jaganegara & Wijana, 2023). Political leaders and other players use political euphemisms as tools to control the information flow. These carefully constructed political constructs have various functions, including disguising scandals, distorting the facts, and swaying public opinion on matters of social concern or current affairs (Mudau, 2023). Euphemisms allow speakers to present harsh realities in a softer, more palatable manner, which is essential in maintaining diplomatic and fostering constructive dialogue (Allan & Burrige, 1991). The rhetorical device of euphemisms is widely used in political discourse. In the context of diplomatic discourse, euphemisms play a crucial role in facilitating communication and maintaining relationship. Diplomatic language often requires a balance between assertiveness and politeness, making euphemism an indispensable element. This research addresses this gap by analyzing the euphemistic language used by the Indonesian Minister of Foreign Affairs, Retno L.P. Marsudi, during her speech at the Public Sitting of the International Court of Justice (ICJ) on the legal consequences arising from the policies and practices of Israel in the Occupied Palestinian Territories (Ministry of Foreign Affairs of the Republic of Indonesia, 2024). The Public Sitting of the International Court of Justice (ICJ) is a formal meeting where the court hears oral arguments from representatives of the parties involved in a case. During these sittings, judges of the ICJ listen to presentations, witness testimonies, and legal arguments to make informed decisions on international disputes. The ICJ, located in The Hague, Netherlands, is the principal judicial organ of the United Nations and handles cases involving legal disputes between states, advisory opinions on legal questions referred by UN organs and specialized agencies (Qurani, 2024).

Indonesian Foreign Minister Retno Marsudi's participation in the ICJ session on February 23, 2024, underscores Indonesia's solidarity and commitment to the independence of Palestine. During her speech, Retno was accompanied by key officials including Amrih Jinangkung, Director General of Legal Affairs and International Treaties; Abdul Kadir Jaelani, Director General for Asia Pacific and Africa; Mayerfas, Indonesian Ambassador to the Netherlands; and Lalu Muhamad Iqbal, Foreign Ministry Spokesperson (Qurani, 2024). Marsudi's speech, delivered in the context of a highly sensitive and polarizing geopolitical conflict, provides a unique case study for examining how euphemisms are strategically employed to convey

criticism and demands while adhering to diplomatic norms and legal standards. Marsudi's speech provides a unique opportunity to explore how euphemisms are employed in diplomatic settings to address contentious issues without causing offense or escalating tensions. It is great implementation of Euphemism as an expression in communication that does not offend another person's feelings (Keraf, 2007).

By systematically analyzing the euphemistic language in Marsudi's speech, this study aims to analyse its types and function. It explores how euphemisms function to navigate the complexities of international law and diplomacy, presenting arguments in a manner that seeks to uphold international norms while addressing contentious issues. Given the high-stakes nature of international legal proceedings and the sensitive context of the Israeli-Palestinian conflict, Marsudi's speech serves as a rich case study for examining how euphemisms are strategically employed to convey criticism and demands while adhering to diplomatic norms. Word formation, phonemic alteration, loan words, and semantic innovation are the four categories Warren's framework uses to identify and classify the many forms of euphemisms in the data. Warren has separated the euphemism innovation model into two groups. Semantic and formal innovation are what they are. Formal innovation is further subdivided into loan words, phonemic alteration, and word-formation. Word production strategies include onomatopoeia, acronyms, derivations, blending, and compounding. Next comes phonemic alteration, which includes abbreviations, phonemic replacement, and slang. Leverage word and the last semantic innovation, which includes metonymy, metaphor, inference, irony, litotes, hyperbole, and particularization (Warren, 1992).

Word-formation in euphemism includes several methods. One common method is compounding, where two or more words are combined to form a single, often more pleasant term. Examples of this include "sex-business" and "foreplay." Another method is derivation, which involves adding affixes to borrowed words from other languages. Derivation is described as a process involving numerous affixes (Maulida, 2023). Acronyms are also a significant form of word-formation, created by combining the initial letters of words into a single term. Acronym is short words or meaningless letter groups constituted from the initial letters of phrases or word groups, with NASA (National Aeronautics and Space Administration) serving as an example (Yaş, 2021). Onomatopoeia, another form of word-formation, involves words that phonetically imitate sounds, creating pleasant or familiar terms. Furthermore, Onomatopoeia is defined as words imitating natural or animal sounds, such as "knock-knock," "meow," and "woof-woof" (Tri Wedawati et al., 2022). Phonemic modification encompasses various techniques to alter the phonemes of taboo words. One such technique is back slang, which involves reversing the phonemes of taboo words, such as "epar" for "rape." Rhyming slang is another method, where euphemisms phonetically rhyme with their dis-preferred counterparts, like "hit and miss" for "kiss" or "piss." Phonemic replacement replaces taboo words with unrelated but euphemistic terms, such as using

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"sugar" and "shoot" for "shit." Abbreviation is also a common phonemic modification, reducing or shortening phrases into one word or the word form by shortening the word combinations like "SOB" (son of a bitch) or "knickerbockers" to "knickers" (Dewi, 2022). Loan words in English are borrowed from other languages to avoid using taboo terms. These borrowed words, often from French, Spanish, or Latin, serve as euphemisms. For instance, the French word "mot" is used euphemistically to refer to a female genital organ. The function of euphemisms use theory proposed by Burrige (Burrige, 2012). Kate Burrige stated that there are six functions: (1.) The protective euphemism (to shield and to avoid offense) (2.) The underhand euphemism (to mystify and to misrepresent) (3.) The uplifting euphemism (to talk up and to inflate) (4.) The provocative euphemism (to reveal and to inspire). (5.) The cohesive euphemism (to show the solidarity, to help define the gang) (6.) The ludic euphemism (to have fun and to entertain).

Analyzing euphemism in Marsudi's speech is important for several reasons. First, the Israeli-Palestinian conflict is a highly sensitive and polarizing issue, requiring careful navigation to avoid exacerbating tensions. Second, the language used in the ICJ must adhere to legal and ethical standards, making the use of euphemisms critical in presenting arguments and concerns appropriately (Warren, 1992). Third, the framing of issues in diplomatic speeches can influence international perception and public opinion, highlighting the importance of understanding how narratives are constructed. Finally, Marsudi's speech is a powerful expression of Indonesia's solidarity with Palestine and its commitment to international law, making it essential to analyze the rhetorical strategies employed to emphasize Indonesia's stance on the issue.

The novelty of this research lies in its specific focus on a diplomatic speech within a formal international legal context, an area that has received limited attention in euphemism studies. By examining the speech of Retno L.P. Marsudi, this study sheds light on the rhetorical strategies employed in high-stakes diplomatic communication and highlights the importance of euphemism in maintaining diplomatic conversation and advancing arguments. . The research highlights the political euphemisms used, categorized by type and assessed for their function or strategic impact in advancing Indonesia's stance on sensitive international issues. The discussion then delves into the broader implications of these choices, linking euphemistic language to Indonesia's foreign policy objectives and the complexities of the Israeli-Palestinian conflict. By connecting linguistic strategy with political goals, this study reveals the nuanced role of euphemism in shaping legal and diplomatic narratives. This research contributes to the broader understanding of euphemism in diplomatic discourse and underscores its critical role in shaping international relations

## METHOD

The research design outlines the plan and layout devised by the researcher to guide the activities to be implemented (Arikunto, 2011). This study employs a descriptive qualitative approach to describe the types and functions of euphemism in the speech delivered by the Indonesian Minister of Foreign Affairs, Retno L.P. Marsudi, at the Public Sitting of the International Court of Justice on the legal consequences arising from the policies and practices of Israel in the Occupied Palestinian Territories. Qualitative research is well-suited for this analysis as it focuses on understanding the quality, value, and meaning inherent in the speech through linguistic expressions. Creswell (2014) asserts that qualitative research is used to explore complex societal and human issues, building from specific to general themes, and allowing the researcher to interpret the data meaningfully.

The object of this research is the speech delivered by Retno L.P. Marsudi. The analysis focuses on the types and functions of euphemism used in her speech. This speech, given its high-profile diplomatic context and its sensitive subject matter, provides a rich source of data for understanding how euphemisms can be used to convey criticism and demands while maintaining diplomatic decorum. This study utilizes primary data collected directly from the speech of Retno L.P. Marsudi. The data collection process involved observing and transcribing the speech. Observation is a complex process involving both biological and psychological aspects (Sugiyono, 2012). The researcher watched the speech, listened carefully, and transcribed the content. This research employs a non-participant observation technique, where the researcher acts as an independent observer, not interacting with the subject of observation. The data collection process involved three steps: (1) Watching and listening to the speech of Retno L.P. Marsudi at the ICJ (2) Transcribing the speech. (3) Highlighting or marking words or phrases that contain euphemisms based on Warren's (1992) framework. Creswell emphasizes the importance of presenting, validating, and reliably interpreting qualitative data. After classifying the data, the study aims to determine the types and functions of euphemisms used in the speech. The researcher displays the findings using narrative text and simple tables to facilitate data comprehension.

The analysis of the data is conducted using a sociolinguistic approach to connect the meaning of the euphemistic utterances within their societal context. The first step in analyzing the data involves identifying and categorizing the euphemisms types according to Warren's framework, which includes word formation, phonemic modification, loan words, and semantic innovation (Warren, 1992). Warren has divided the innovation model of euphemism into two categories. They are semantic innovation and formal innovation. In formal innovation divided again into word-formation, phonemic modification, and loan words. Word formation devices which consist of compounding, derivation, blending, acronym, and onomatopoeia. Then, phonemic modification which consist of slang, phonemic replacement, and abbreviation. Loan word and the last semantic innovation

which consist of particularization, implication, metaphor, metonym, irony, litotes, and hyperbole (Warren, 1992).

Identified euphemisms are categorized based on their type and analyzed in context to determine their function. The analysis interprets the rhetorical effectiveness and diplomatic implications of each euphemism, considering the broader political and legal context of the Israeli-Palestinian conflict and Indonesia's foreign policy. The findings are contextualized within the strategic goals of the speech, providing insights into the ways diplomatic language shapes international relations and legal discourses.

## RESEARCH FINDINGS

English euphemism is a powerful tool for subtly expressing oneself, and it's important in domestic and international politics. It is clear that when political euphemism is used appropriately, it can comfort the oppressed and lessen the severity of their situation. This section will primarily address the emergence of those political euphemisms and their prevalent pragmatic uses. The percentage for the euphemism types are shown in the tables below.

**Table 1.** Data Finding based on types and quantity and percentage.

| No | Category              | Type                | Quantity | Percentage |
|----|-----------------------|---------------------|----------|------------|
| 1. | Word Formation        | Compounding         | 2        | 10.53%     |
|    |                       | Derivation          | 2        | 10.53%     |
|    |                       | Blends              | 1        | 5.26%      |
|    |                       | Acronym             | 1        | 5.26%      |
|    |                       | Onomatopoeia        | 0        | 0%         |
| 2. | Phonemic Modification | Abbreviation        | 1        | 5.26%      |
|    |                       | Back slang          | 0        | 0%         |
|    |                       | Rhyming slang       | 0        | 0%         |
| 4. | Loan Words            | Phoneme replacement | 0        | 0%         |
| 5. | Semantic Innovation   |                     | 0        | 0%         |
| 5. |                       | Particularization   | 2        | 10.53%     |
|    |                       | Implication         | 2        | 10.53%     |
|    |                       | Metaphor            | 2        | 10.53%     |
|    |                       | Metonymy            | 2        | 10.53%     |
|    |                       | Reversal/Irony      | 1        | 5.26%      |
|    |                       | Understatement      | 2        | 10.53%     |
|    |                       | Overstatement       | 1        | 5.26%      |
|    |                       |                     | 19       | 100%       |

Source: This table shows the distribution and percentage of each euphemism type used in the speech according to Warren's classification.

The next research findings is for the types and function which are shown in the tables below.

**Table 2.** Data Finding based on types and political function.

| No | Data  | Type              | Political function                     |
|----|---|-------------------|--|
| 1  | Rules-based international order   | Compounding       | Diplomatic Sensitivity                 |
| 2  | Humanitarian catastrophe  | Compounding       | Diplomatic Sensitivity                 |
| 3  | Illegality and  | Derivation        | Legal Precision                        |
| 4  | Unlawfulness  | Blends            | Emphasize Severity                     |
| 5  | Annihilation campaign   | Acronym           | Conciseness and Clarity                |
| 6  | ICJ   | Abbreviation      | Conciseness and Clarity                |
| 7  | UN  | Particularization | Highlight Vulnerability/Specifics      |
| 8  | Fragile humanity  | Particularization | Highlight Vulnerability/Specifics      |
| 9  | Unlawful occupation   | Implication       | Emphasize Injustice                    |
| 10 | Blatant violations  | Implication       | Emphasize Injustice                    |
| 11 | Global call   | Metaphor          | Vivid Imagery to Enhance Understanding |
| 12 | Gateway for life-saving humanitarian assistance   | Metaphor          | Vivid Imagery                          |
| 13 | Guardian of justice   | Metonymy          | Efficiency in Reference                |
| 14 | The Hague   | Metonymy          | Efficiency in Reference                |
| 15 | Oslo Accord   | Reversal/Irony    | Criticism and Condemnation             |
| 16 | Israel's unlawful occupation and its atrocities must stop and neither should it be normalized nor | Understatement    | Maintain Diplomatic Tone               |
| 17 | recognized.   | Understatement    | Maintain Diplomatic Tone               |
| 18 | No viable peace process   | Overstatement     | Emphasize Urgency and Outrage          |
| 19 | Continued denial of the inalienable right   | Overstatement     | Emphasize Urgency and Outrage          |
|    | Indiscriminate campaign of annihilation   | Overstatement     |  |
|    | Complete disregard of international law   |                   |  |

Source: This table summarizes the euphemisms used by H.E. Retno L.P. Marsudi in her speech, categorizing them by type and explaining their political purposes

Euphemisms play a crucial role in political discourse in Marsudi's speech by enabling speakers to address sensitive topics with the necessary delicacy and precision. This can be understood by examining how specific functions of euphemisms in politics align with the six functions proposed by Burrige (2012).



1. Protective Euphemism is implemented in Diplomatic Sensitivity and Criticism and Condemnation. The protective euphemism is used to shield and avoid offense, which is vital in diplomatic settings where maintaining a respectful tone is crucial. Diplomatic sensitivity ensures that language used does not provoke or offend, thus fostering constructive dialogue. This aligns with Burridge's first function, where euphemisms are used to navigate complex social interactions without causing discomfort or offense. For instance, using "collateral damage" instead of "civilian casualties" softens the impact of the message. While euphemisms often protect, they can also be used to criticize and condemn in a manner that maintains a diplomatic tone. Burridge's protective euphemism can shield the speaker from direct confrontation while still delivering a critical message. For example, describing aggressive military action as "unfortunate necessity" criticizes without direct condemnation.
2. Underhand Euphemism is implemented in Legal Precision and Efficiency in Reference. The underhand euphemism serves to mystify and misrepresent, often making statements less direct or more palatable. In legal contexts, euphemisms ensure precision while avoiding potentially inflammatory language. This can also involve using technical jargon that might obscure the harsher realities of legal decisions or policies. For example, referring to "enhanced interrogation techniques" rather than "torture" masks the severity of the actions described. Efficiency in reference through euphemisms allows for complex ideas to be communicated succinctly. This often involves underhand euphemisms, which can mystify certain details while ensuring the core message is conveyed. Phrases like "regime change" simplify and mask the complexities involved in overthrowing a government.
3. Uplifting Euphemism is implemented in Emphasize Severity. Euphemisms can be employed to emphasize the severity of a situation, thus "talking up" an issue to ensure it receives the necessary attention. This is similar to Burridge's uplifting euphemism, which inflates the importance of the topic. In political discourse, terms like "humanitarian crisis" are used instead of "food shortage" to underscore the urgency and gravity of the situation.
4. Provocative euphemisms is implemented in Conciseness and Clarity and Vivid Imagery to Enhance Understanding. Provocative euphemisms reveal and inspire by addressing sensitive issues in a manner that prompts reflection and action. Conciseness and clarity are essential in political communication to ensure messages are understood quickly and effectively. For example, "climate emergency" is a concise term that provokes immediate concern and action regarding environmental issues.
5. Cohesive Euphemism is implemented in Highlight Vulnerability/Specifics and Maintain Diplomatic Tone. Euphemisms that highlight vulnerability or specific details serve to build solidarity and define collective identities. Burridge's cohesive euphemism function

shows how euphemisms help to create a sense of unity and shared purpose. Terms like "at-risk populations" emphasize the specific groups that need protection and support, fostering a sense of collective responsibility. Maintaining a diplomatic tone is crucial in international relations. Euphemisms that serve the cohesive function help in preserving decorum and fostering mutual respect. Referring to contentious issues as "areas of mutual concern" rather than "conflicts" helps maintain a tone conducive to negotiation and collaboration.

6. Ludic Euphemism is implemented in Emphasize Injustice. Ludic euphemisms, which entertain and engage, can also emphasize injustice in a way that resonates with audiences. By using vivid and memorable language, political discourse can highlight societal issues more effectively. For example, referring to severe income inequality as "economic apartheid" uses stark imagery to emphasize the injustice.

Based on the 19 data points provided, the percentage distribution of each function according to Burrige’s framework is as follows:

**Table 3.** Data Finding based on political function and Burrige framework function.

| No | Burrige Function      | Political function   | Quantity | Percentage (%) |
|----|-----------------------|--|----------|----------------|
| 1. | Protective Euphemism  | Diplomatic Sensitivity/ Maintain Diplomatic Tone (3), Criticism and Condemnation (1)                       | 4        | 21,2           |
| 2. | Underhand Euphemism   | Legal Precision (1), Efficiency in Reference (3)   | 3        | 15,8           |
| 3. | Uplifting Euphemism   | Emphasize Severity (1)   | 1        | 5,3            |
| 4. | Provocative Euphemism | Conciseness and Clarity (2), Vivid Imagery to Enhance Understanding (2), Emphasize Urgency and Outrage (2) | 6        | 31,6           |
| 5. | Cohesive Euphemism    | Highlight Vulnerability/Specifics (2), Diplomatic Sensitivity  | 3        | 15,8           |
| 6. | Ludic Euphemism       | Emphasize Injustice (2)  | 2        | 10,5           |
|    |                       |  | 19       | 100            |

Source: This table summarizes the euphemisms used by H.E. Retno L.P. Marsudi in her speech, categorizing them by burridge function and their political function

## DISCUSSION

In the speech given by H.E. Retno L.P. Marsudi, the Minister of Foreign Affairs of Indonesia, various euphemistic strategies are employed to address sensitive issues regarding the

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Israeli-Palestinian conflict. These strategies align with Warren's (1992) categorization of euphemism in words formation, phonemic modification, loan words, and semantic innovation. Below, the analysis highlights examples from the speech under each of these categories

## Words Formation

### Compounding

#### "Rules-based international order"

The term "rules-based international order" is a compound phrase that combines "rules-based" and "international order" to create a concept that implies a structured and regulated global system. This compounding softens the potentially authoritative and rigid nature of international regulations by framing them as orderly and based on agreed-upon rules. The use of "order" suggests stability and predictability, while "rules-based" emphasizes fairness and adherence to agreed norms. This euphemism helps present the concept in a positive light, avoiding the harsh connotations of strict control and imposition of power.

Purpose: This phrase is used to advocate for the adherence to international laws and norms without directly criticizing specific countries, making it a diplomatically sensitive choice of words.

#### "Humanitarian catastrophe"

Analysis: The phrase "humanitarian catastrophe" compounds "humanitarian" and "catastrophe" to emphasize the severity and human impact of the situation in Gaza. "Humanitarian" relates to the welfare and well-being of people, invoking empathy and moral responsibility. "Catastrophe" denotes a sudden and widespread disaster, which conveys the magnitude of the crisis. By compounding these terms, the speaker highlights the urgent and dire nature of the situation in a formal tone suitable for an international audience. This approach avoids using more direct and potentially inflammatory terms like "massacre" or "genocide," while still conveying a strong message about the gravity of the events.

Purpose: This term is employed to draw attention to the crisis and invoke a sense of urgency and moral duty among the audience, aiming to galvanize international support and action without using inflammatory language.

### Derivation

#### "Illegality" and "Unlawfulness"

Analysis: The use of derivational morphemes like "il-" and "un-" with "legality" and "lawfulness" respectively, creates words that denote the illegal and unlawful status of actions. "Illegality" and "unlawfulness" derive from the root words "legal" and "lawful," with the addition of prefixes that negate these terms. This derivation method softens the

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accusation by using formal legal terminology instead of more direct words like "crime" or "violation." This formalizes the language, making it appropriate for a legal and diplomatic context.

Purpose: These terms are used to describe actions in a way that is legally precise and less emotionally charged, suitable for the formal setting of the International Court of Justice.

## **Blends**

### **"Annihilation campaign"**

Analysis: The term "annihilation campaign" blends "annihilation" and "campaign" to describe a systematic and extensive effort to destroy. "Annihilation" implies total destruction, while "campaign" suggests a planned and coordinated series of actions. By blending these words, the speaker conveys the severity and deliberate nature of the actions against civilians in Gaza without using more straightforwardly accusatory terms like "genocide" or "extermination." This blend creates a powerful image of aggressive and ongoing actions while maintaining a level of formality and decorum.

Purpose: This term aims to highlight the systematic nature of the violence in a way that underscores its severity, while still adhering to the formal tone expected in an international legal discourse.

## **Acronym**

### **"ICJ" for International Court of Justice**

Analysis: The acronym "ICJ" stands for the International Court of Justice. Using acronyms is a common practice in formal speeches to refer to well-known institutions succinctly. This helps maintain the flow of the speech and avoids repetition of long titles, which can be cumbersome. Acronyms are widely understood in diplomatic and legal contexts, making communication more efficient and clear.

Purpose: The use of the acronym "ICJ" allows the speaker to refer to the International Court of Justice concisely and effectively, ensuring the speech remains formal and accessible to an informed audience.

## **Phonemic Modification**

## **Abbreviation**

### **"UN" for United Nations**

Analysis: The abbreviation "UN" is used for the United Nations, a widely recognized international organization. Abbreviations simplify the language, making the speech more concise and easier to follow. They are particularly useful in formal contexts where repeated references to long organization names can be distracting. By using "UN," the speaker maintains a formal tone while ensuring clarity and brevity.

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Purpose: The abbreviation "UN" is employed to keep the speech concise and to facilitate a smoother delivery, enhancing the audience's understanding and retention of the key points.

### **Semantic Innovation**

#### **Particularization**

##### "Fragile humanity"

Analysis: The term "fragile humanity" particularizes the condition of humanity to highlight its vulnerability. "Fragile" suggests delicacy and susceptibility to harm, while "humanity" encompasses all people. This euphemism emphasizes the delicate state of human existence in the face of the conflict without explicitly stating the direct consequences such as death or suffering. It evokes a sense of urgency and the need for protection and care.

Purpose: This phrase is used to draw attention to the vulnerability of human life in the context of the conflict, appealing to the audience's empathy and moral responsibility.

##### "Unlawful occupation"

Analysis: "*Unlawful occupation*" particularizes the nature of the occupation by specifying its illegal status. "Unlawful" directly addresses the breach of legal standards, while "occupation" refers to the control over a territory. This term frames the occupation in a legal context, emphasizing its illegitimacy without using harsher terms like "*invasion*" or "*colonization*." It conveys a strong condemnation while maintaining a formal and legal tone.

Purpose: The term is used to highlight the illegitimacy of the occupation in a way that aligns with international legal standards, making the argument against it more compelling in a legal forum.

#### **Implication**

##### "Blatant violations"

Analysis: The phrase "blatant violations" implies the obviousness and audacity of the breaches of law. "Blatant" suggests something that is done openly and unashamedly, while "violations" refer to breaches of law or rules. This implication stresses the clear and undeniable nature of the actions without needing detailed elaboration. It conveys a strong sense of injustice and wrongdoing.

Purpose: This phrase is used to emphasize the clear and undeniable nature of the illegal actions, appealing to the audience's sense of justice and moral outrage.

##### "Global call"

Analysis: The term "global call" implies a widespread and urgent appeal from the international community. "Global" denotes the worldwide scope, while "call" suggests an urgent request or demand. This implication creates a sense of universal consensus and

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urgency without detailing the specifics of the call. It conveys the idea of a collective and pressing need for action.

Purpose: This term is used to emphasize the broad and urgent nature of the demand for addressing the conflict, aiming to mobilize international support and action.

### **Metaphor**

#### **"Gateway for life-saving humanitarian assistance"**

Analysis: This metaphor describes Rafah as a "gateway" to emphasize its critical role as a passage or entry point for aid. "Life-saving" highlights the essential nature of the assistance, while "humanitarian assistance" refers to aid aimed at saving lives and alleviating suffering. The metaphor of a gateway suggests an essential, open path that facilitates the flow of aid, highlighting its importance without literal language.

Purpose: This metaphor is used to underscore the vital importance of Rafah in providing humanitarian aid, appealing to the audience's sense of urgency and moral responsibility.

#### **"Guardian of justice"**

Analysis: Referring to the ICJ as the "guardian of justice" uses metaphor to emphasize its role in upholding justice. "Guardian" implies protection and oversight, while "justice" represents fairness and legal integrity. This metaphor elevates the court's role to one of noble stewardship, reinforcing its importance and authority in the international legal system.

Purpose: This metaphor is employed to highlight the crucial role of the ICJ in maintaining justice, appealing to the audience's respect for legal institutions and the rule of law.

### **Metonymy**

#### **"The Hague"**

Analysis: Using "The Hague" as a metonymy for the International Court of Justice is a common rhetorical device in diplomatic discourse. "The Hague" is the city where the ICJ is located, and using it in this way simplifies the reference while maintaining formality. It invokes the broader context of international law and justice associated with the city.

Purpose: This metonymy is used to efficiently refer to the ICJ in a way that is widely understood and respected in international contexts, maintaining a formal and diplomatic tone.

#### **"Oslo Accord"**

Analysis: The "Oslo Accord" is used metonymically to refer to the peace process agreements between Israel and Palestine. This term simplifies the reference to the complex set of

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negotiations and agreements, making it easier to discuss within the speech. It evokes the historical context and the specific agreements without needing detailed explanation.

Purpose: This metonymy is employed to refer to the peace process succinctly, invoking the historical agreements and their significance in the context of the ongoing conflict.

### **Reversal/Irony**

"Israel's unlawful occupation and its atrocities must stop and neither should it be normalized nor recognized."

Analysis: This statement uses irony to criticize the normalization and recognition of illegal actions. By stating that the occupation and atrocities should not be normalized or recognized, the speaker highlights the absurdity and injustice of accepting such actions as normal or legitimate. This reversal of expectations serves to condemn the actions more forcefully.

Purpose: This ironic statement is used to emphasize the need to reject and condemn the illegal actions, appealing to the audience's sense of justice and fairness.

### **Understatement**

"No viable peace process"

Analysis: The phrase "no viable peace process" understates the complete breakdown of peace negotiations. By using "no viable," the speaker implies that there is no realistic or effective process in place without explicitly stating that the peace process has failed entirely. This understatement maintains a formal tone while conveying the serious issue.

Purpose: This term is used to highlight the ineffectiveness of the current peace efforts without using overly harsh language, maintaining a diplomatic tone.

"Continued denial of the inalienable right"

Analysis: "Continued denial of the inalienable right" understates the severity of the suppression of Palestinian rights. By using "denial" instead of more forceful terms like "violation" or "abrogation," the speaker presents the issue in a more restrained manner. This understatement emphasizes the ongoing nature of the issue without inflammatory language.

Purpose: This term is employed to draw attention to the persistent suppression of rights while maintaining a formal and restrained tone, suitable for a legal and diplomatic context.

### **Overstatement**

"Indiscriminate campaign of annihilation"

Analysis: The phrase "indiscriminate campaign of annihilation" overstates the military actions to emphasize their destructive and widespread nature. "Indiscriminate" suggests a

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lack of distinction or targeting, while "campaign of annihilation" implies a deliberate effort to destroy completely. This overstatement highlights the brutality and severity of the actions, aiming to provoke a strong emotional response.

Purpose: This term is used to underscore the extreme nature of the violence, appealing to the audience's sense of outrage and urgency for action.

#### "Complete disregard of international law"

Analysis: The phrase "complete disregard of international law" overstates the level of neglect to highlight the severity of Israel's actions. "Complete disregard" suggests a total lack of respect or adherence to legal norms, emphasizing the seriousness of the violations. This overstatement conveys the extent of the issue in a forceful manner.

Purpose: This term is employed to emphasize the serious breaches of international law, aiming to galvanize support for addressing these violations.

The analysis of euphemisms in the speech delivered by H.E. Retno L.P. Marsudi, Minister for Foreign Affairs of the Republic of Indonesia, at the Public Sitting of the International Court of Justice (ICJ) reveals a strategic use of language aimed at achieving diplomatic and political objectives. It is similar with the basic aim of euphemism that society uses to maintain harmonious relationships (Krisdawati & Setyawan, 2023). The categorization of euphemisms according to Warren's (1992) framework highlights the prevalence of specific linguistic strategies in the context of international diplomacy and legal discourse. The use of word formation techniques, particularly compounding and derivation, each constituting 10.53% of the euphemisms, underscores a careful construction of terms that frame the narrative in a controlled and deliberate manner. How diplomats behave and how others ascribe meaning to that behavior are both intimately related to language (Martel & Glas, 2023). For example, "rules-based international order" and "humanitarian catastrophe" are compounds that blend terms to soften the severity of the issues discussed while still conveying the necessary urgency and gravity. These constructions are essential in maintaining a tone of civility and respect, which is crucial in diplomatic settings to avoid direct confrontation and to foster a collaborative environment (Walker & Daniels, 2019). Phonemic modifications, such as abbreviations, although less frequent at 5.26%, play a significant role in streamlining communication and ensuring clarity. Terms like "UN" for the United Nations and "ICJ" for the International Court of Justice are abbreviated to enhance the speech's flow and avoid repetitive and cumbersome phrases. This linguistic economy is vital in formal speeches to maintain audience engagement and to ensure the message is concise and comprehensible. Semantic innovations dominate the speech, with particularization, implication, metaphor, metonymy, understatement, and overstatement each accounting for 10.53% of the euphemisms. This prevalence indicates a strategic emphasis on nuanced and contextually rich expressions to convey complex political realities. For instance, "fragile humanity" and "unlawful occupation" particularize conditions and



actions to highlight their moral and legal dimensions subtly. Metaphors like "gateway for life-saving humanitarian assistance" and "guardian of justice" elevate the discourse by invoking vivid imagery that underscores the importance of humanitarian aid and the ICJ's role. The use of understatement and overstatement, such as "no viable peace process" and "indiscriminate campaign of annihilation," respectively, reflect a delicate balance between downplaying and emphasizing aspects of the conflict to align with diplomatic norms while still addressing the core issues. These techniques are instrumental in appealing to the audience's sense of justice and urgency without resorting to inflammatory language, which could detract from the objective of garnering international support and action.

Diplomatic interactions often involve negotiations where maintaining a respectful and non-confrontational tone is essential. These principles serve as the foundation for effective diplomatic interactions, facilitating peaceful resolution of conflicts and promoting international cooperation (Saaida, 2023). Euphemisms help in framing sensitive issues in a way that is less likely to provoke opposition or hostility. Clear and concise communication prevents misunderstandings and misinterpretations, which are common barriers in diplomatic interactions. By using universally recognized euphemisms and abbreviations, diplomats can ensure that their messages are understood correctly by diverse international audiences, thus promoting more effective and harmonious interactions (Luby & Southern, 2022). Nations advocate for their interests on the global stage, often through legal arguments. By using precise legal euphemisms, diplomats can frame their positions within the established norms of international law, making their case more compelling and difficult to refute (Cornut, 2015). This strategic use of language supports the pursuit of national interests in a structured and accepted manner.

Political leaders actually intentionally craft their speeches and public remarks with a specific goal in mind, rather than using words carelessly (Tymoshchuk, 2023). From the analysis, it is clear that the primary purposes of the euphemisms used are to maintain diplomatic sensitivity, emphasize legal precision, and ensure conciseness and clarity. Each of these purposes accounts for 10.53% of the euphemisms identified, highlighting the balanced approach taken by the speaker to address the complexities of the situation in a manner that is both respectful and effective. Euphemisms like "rules-based international order" and "humanitarian catastrophe" are crafted to discuss sensitive political issues without causing direct confrontation, thereby fostering a cooperative and respectful dialogue. Terms such as "illegality" and "unlawfulness" provide a formal and precise description of actions, aligning with the legal context of the speech and making the arguments more compelling in a judicial setting. The use of acronyms and abbreviations, such as "ICJ" and "UN," ensures that the speech remains clear and accessible, avoiding cumbersome repetitions of long institutional names.

By employing these linguistic tools, the Minister effectively communicates the urgency and gravity of the situation in Palestine, appeals to the international community's sense of justice, and maintains the good relation required in such high-stakes settings.

## CONCLUSIONS

The analysis of euphemisms in H.E. Retno L.P. Marsudi's speech at the ICJ reveals a balanced use of formal and semantic innovation strategies to convey complex diplomatic and legal concepts. Within the category of formal innovation, word formation techniques such as compounding (10.53%), derivation (10.53%), blends (5.26%), acronyms (5.26%), and abbreviations (5.26%) are employed to maintain clarity and precision. Notably, phonemic modifications and loan words are absent, indicating a preference for more traditional word formation methods. On the other hand, semantic innovation plays a significant role, with particularization (10.53%), implication (10.53%), metaphor (10.53%), metonymy (10.53%), reversal/irony (5.26%), understatement (10.53%), and overstatement (5.26%) being utilized to emphasize vulnerability, injustice, and urgency, and to enhance the communicative impact. This strategic use of both formal and semantic euphemisms demonstrates a sophisticated approach to addressing sensitive issues in a diplomatic and impactful manner.

Other results obtained regarding the political purpose of using euphemisms are Diplomatic Sensitivity 10.53%, Legal Precision 10.53%, Emphasize Severity 5.26%, Conciseness and Clarity 10.53%, Highlight Vulnerability/Specifics 10.53%, Emphasize Injustice 10.53%, Vivid Imagery to Enhance Understanding 10.53%, Efficiency in Reference 10.53%, Criticism and Condemnation 5.26%, Maintain Diplomatic Tone 10.53%, Emphasize Urgency and Outrage 5.26%. The emphasis on these euphemism use demonstrates the strategic use of euphemisms to navigate the great international diplomacy.

The distribution of euphemistic functions in Marsudi's speech demonstrates a balanced use of protective, underhand, provocative, and cohesive euphemisms. Protective euphemisms constitute 21.1%, underhand and cohesive euphemisms each make up 15.8%, provocative euphemisms account for 31.6%, while uplifting and ludic euphemisms are used less frequently, making up 5.3% and 10.5% respectively. It reflects Indonesia's role as a nation committed to peace and international cooperation, emphasizing dialogue, collaboration, and conflict resolution. This strategic application of euphemisms underscores Indonesia's dedication to addressing contentious topics with diplomatic tact, delicacy, and precision, fostering an atmosphere of constructive engagement aligned with its peace-oriented foreign policy objectives. This Indonesian roles is also shown by Hernawan research examines Indonesia's use of torture as a tool of governance in Papua, with broader implications for Indonesia's peace diplomacy. He explores how Indonesia's approach, while often critiqued, underscores the importance of addressing complex historical grievances to support Indonesia's international role as a peace advocate. Such an approach is crucial in

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navigating international discourse while promoting peaceful resolutions, as observed in Indonesia's longstanding diplomatic stance (Hernawan, 2017).

The speech by H.E. Retno L.P. Marsudi at the ICJ effectively utilizes a variety of euphemistic strategies to address the sensitive and complex issues of the Israeli-Palestinian conflict. The predominant use of semantic innovation and word formation techniques highlights a sophisticated approach to addressing sensitive political issues. By carefully crafting her language, the Minister ensures that the speech maintains a formal and respectful tone while still communicating the critical realities and urgencies of the Palestinian situation. It helps in presenting the argument persuasively and respectfully in a high-stakes legal and political setting. The use of euphemism in this speech aims to soften the delivery of harsh truths, mitigate potential offense, and foster a conducive environment for dialogue. As a result, the research's study is open to be discussed. The study of euphemism and its use has every right to anticipate further attention given its huge significance for political and bureaucratic communication. It is thought that euphemism will increase political and bureaucratic language proficiency and also greatly aid in cross-cultural communication and understanding with more experimental application and communication practice.

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