

**LINGUISTIC AND NON-LINGUISTIC FEATURES AND
FUNCTIONS OF “BAD LANGUAGE” BY MALAYSIAN
NETIZENS**

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ABSTRACT

Bad language is one feature of language through which strong emotions such as anger, disgust, frustration and surprise is revealed. People use bad language which includes categories such as cursing, swearing, obscenity, blasphemy, profanity, obscenity, vulgarism, insults and slurs, epithets, slangs and scatology. All these categories vary in their themes in terms of the varying degrees of offensiveness. One of the contexts in which bad language occurs is the social media network sites such as Facebook which has become an important part of one's daily lives since it is used as a common form of communication and interaction mode. Facebook is the media termed as technology of self because it is perceived as the site where people do things with words (Foucault cited in Basel, 2010). In this regard, Facebook can be seen as a representative site where appealing features of language use can be detected and in the context of this study, appealing features of bad language. This study aims to unravel the use of bad language by Malaysian netizens. Data were extracted from Facebook posts communicated among Malaysians from February 2013 to August 2014. Bad language used in Facebook page, "Only in Malaysia", by Malaysian netizens as a way of expressing were extracted and then classified and categorized according to specific linguistic and non-linguistic features predominantly by using Thelwall's (2008), McEnery's (2005) and Anderson (2002) model. Moreover, the study aims to determine the types and functions of bad language based on the model proposed by Andersson, and Trudgill (1990). Using discourse analysis as an approach, this study also uses questionnaires and interviews to triangulate the methodology for a more comprehensive finding. The study reveals that bad language used among Malaysian users of English on Facebook has unique and distinctive aspects and features. It was found that the most favored taboo theme used by Malaysian netizens were those related to stupidity, animals and sexual relations. They were used mostly

by the netizens as personal insult. This study also showed that Malaysians mostly prefer to use mild bad language for their various intentions and that the abusive functions denoted through the use of bad language was the result of anger.

ABSTRAK

Bahasa kesat merupakan satu ciri utama bahasa di mana emosi yang kuat seperti marah, meluat, kecewa dan terkejut diturunkan. Orang menggunakan bahasa buruk yang termasuk kategori seperti mengutuk, angkat sumpah, fitnah, kata-kata kesat, kelucahan, perkataan kasar, penghinaan dan penghinaan, julukan, slangs dan scatology. Semua kategori ini berbeza-beza dalam tema mereka dari segi pelbagai peringkat offensiveness. Salah satu konteks di mana bahasa buruk berlaku adalah laman rangkaian media sosial seperti Facebook yang telah menjadi bahagian penting dalam kehidupan harian seseorang kerana ia digunakan sebagai satu bentuk biasa komunikasi dan interaksi mod. Facebook adalah media yang disebut sebagai teknologi diri kerana ia dilihat sebagai tapak di mana orang melakukan perkara-perkara dengan kata-kata (Foucault dinamakan di Basel, 2010). Dalam hal ini, Facebook boleh dilihat sebagai tapak di mana ciri ciri penggunaan bahasa boleh dikesan dan dalam konteks kajian ini, ciri-ciri bahasa yang tidak baik. Kajian ini bertujuan untuk membongkar penggunaan bahasa buruk oleh netizens pengguna Facebook Malaysia. Data dipetik daripada posting Facebook disampaikan di kalangan rakyat Malaysia dari Februari 2013 hingga Ogos 2014. Bahasa kesat yang digunakan dalam laman Facebook yang, "Only in Malaysia", oleh netizen Malaysia telah dipetik dan kemudian dikelaskan dan dikategorikan mengikut ciri linguistik dan bukan linguistik tertentu kombinasi 'model' dengan menggunakan Thelwall (2008), McEnery (2005) dan Anderson (2002). Selain itu, kajian ini yang bertujuan untuk menentukan jenis dan fungsi bahasa kesat berdasarkan model yang dicadangkan oleh Andersson, dan Trudgill (1990). Dengan menggunakan analisis discourse sebagai pendekatan, kajian ini juga menggunakan soal selidik dan temu bual untuk triangulate perkaedahan bagi dapatan yang lebih menyeluruh. Kajian ini menunjukkan bahawa bahasa kesat yang digunakan kalangan pengguna Malaysia di Facebook mempunyai

aspek dan ciri-ciri unik dan tersendiri. Didapati bahawa tema Bahasa kesat yang paling digemari yang digunakan oleh netizens Malaysia adalah berkaitan dengan kebodohan, haiwan dan hubungan seksual. Mereka telah digunakan kebanyakannya oleh netizens sebagai penghinaan peribadi. Kajian ini juga menunjukkan bahawa netizen Malaysia lebih suka menggunakan kata-kata kesat yang ringan untuk pelbagai niat dan fungsi yang ditandakan melalui penggunaan bahasa kesat itu adalah akibat kemarahan.

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Dedications

I wish to dedicate this research to my Gracious Almighty God for granting me health, wisdom and determination and illuminating my road of life with lights and miracles.

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