CHAPTER III

RESEARCH OBJECT AND METHOD

This chapter explains the research object, the research method including the techniques in which data are collected and analyzed, and data sources.

3.1 Research Object

The object of this research is pejoration. It explains the ultimate causes and significant factors triggering pejoration, also the semantic features identified as negative connotation of pejorative words. In response to that idea, this research focuses on analyzing the pejorative data along the process and factors involved in pejoration process. Pejoration is related to etymology and semantics that associate themselves to the meaning of words and how some meaning of words can be changed. Thus etymology and semantics are applied to cover the pejoration phenomena represented by the data.

3.2 Research Method

This research is a qualitative research. Djajasudarma (2010: 11) states that:

> "*Penelitian kualitatif adalah tradisi tertentu dalam ilmu pengetahuan sosial yang secara fundamental bergantung pada pengamatan manusia dalam kawasannya sendiri dan memiliki ciri-ciri seperti latar alamiah, manusia sebagai alat, teori dasar, deskriptif lebih mementingkan proses daripada hasil dan adanya batas yang ditentukan oleh fokus.*"

Notifying Djajasudarma's statement, this current research is qualified as a qualitative research where humans are instrument by observing and examining the

words evolution as phenomena that exist in society. This research also uses descriptive analysis method. Sukmadinata (2006:72) states that:

> *"penelitian deskriptif adalah suatu bentuk penelitian yang ditujukan untuk mendeskripsikan fenomena-fenomena yang ada, baik fenomena alamiah maupun fenomena buatan manusia. Fenomena itu bisa berupa bentuk, aktivitas, karakteristik, perubahan, hubungan, kesamaan, dan perbedaan antara fenomena yang satu dengan fenomena lainnya."*

Considering to Sukmadinata's theory, this research analyzes the data by describing them with etymology and semantic approaches. Both of the theoretical approaches are used in order to get the answer scientifically about pejoration and about factors are involved in pejoration of the data. In conclusion, the research applies a descriptive qualitative method.

3.2.1 Data Collection

In this research, data were collected through several techniques. First, data were chosen based on social politic factors from 2000-2015 (data are hypothesized as pejoration since their firstly-given concept are different from their renewed concept). Second, corpora were selected as main sources to get the necessary data. There are six words found in the data sources. Each word, then, was analyzed by comparing their expanded context from the data sources. Finally, the data were analyzed etymologically by seeking the history of the words from trusted literatures that meet the characteristics of the data and the study and semantically by illustrating their semantic features to see the renewed-concept of the data.

3.2.2 Data Analysis

The collected data were analyzed through several techniques. First, each datum was described from its firstly-given concept along the process. It means that each datum was compared from two different expanded contexts and it focused on the development of meaning which is pejorative meaning. Etymology study by Liberman (2008) was used to describe the data. Second, each datum was illustrated by using semantic features in order to see their renewed concept. Semantic feature was performed based on Voyles's theory (1973).

In order to give the illustration of data analysis, the pejoration due to social stratification is given from the word *gay*.

Date	2000 (Spring)
Publication information	Vol. 40, Iss. 146; pg. 43, 42 pgs
Title	Crocodile Tears
Author	A S Byatt
Source	The Paris Review

Expanded context 1:

> *Patricia's attention was churning, like water boiling in a jug, a stream of rising currents, a troubled, jagged surface, a downdraught, a bubbling up. She floated from room to room, her sandaled feet soundless, her lavender muslin skirt wafted round her cool knees. Sigmar Polke is strong and witty and various. The old Patricia would have been delighted. There was a wall of images of watch-towers at the corner of barbed-wire fences. There was a room full of* ***gay****, charming images of the French Revolution. A pile of parcels, a triangle, two cubes, a diagonal, brightly spattered with tricolored motifs, a flower, a Gallic cock, which resolved itself into the blade, ladder and basket of the guillotine. Two eighteenth-century mannequins playing in an Arcadian field with a ball, which turns out to be a severed head.*

Date	2012
Publication information	May 2012, Vol. 102 Issue 5, pS187-S194, 8p, 2 Charts
Title	Measuring Masculinity in Research on Men of Color: Findings and Future Directions.
Author	Author Griffith, Derek M. 1 derekmg@umich.edu Gunter, Katie 1 Watkins, Daphne C. 2
Source	American Journal of Public Health

Expanded context 2:

> *Men of color were defined as men who self-identified as African American or Black, Asian, Hispanic, or Latino. No studies were comprised exclusively of Native American men, and only 2 studies even mentioned these men; in each case, the sample of Native American men was less than 1%. Seven studies included samples of only African American men, 2 studies included samples of only Asian American men, and 4 studies included only Latino men. Nine of the studies included men who self-identified as* ***gay, bisexual, or men*** *who have sex with men. Four studies included samples with 100% college males. The mean ages of the participants in the studies were between 20.4 and 38.4 years; thus, there were no published studies with a mean age of men of color of 40 years or older.*

Analysis:

In expanded context 1, the word *gay* refers to its original meaning which widely used by bourgeoisie to explain something pretty, cheerful, and full of joy. The word can be traced back by its etymology from Old French: O(F). *gai*. Old English: OED. XIII (mirthful, merry), XIV (bright-colored, showy), XIV (gaily), XVII (‘fast’, dissipated), XVII (so gaiety). Whereas in expanded context 2, the word refers to “*people who have sexual desires towards same sex’*.

Pejorative development of this word began to appear in psychological writing late 1940s, evidently picked up from gay slang and not always easily

distinguished from the older sense. "*Homosexual practices are more common than rare in this group," and gay cat "homosexual boy"* is attested in Noel Erskine's 1933 dictionary of "Underworld & Prison Slang". The Dictionary of American Slang reports *gay* (adj.) was used by homosexuals, among themselves, in this sense since at least 1920.

In its history and its development, the word *gay* was used differently by different social stratification. Bourgeoisie used it to show and describe something cheerful, but common people associated it with *sinner*. The association with (male) homosexuality likely got a boost from the term *gay cat*, used as far back as 1893 in American English for *"young hobo"* one who is new on the road, also one who sometimes does jobs (*a male prostitute*). Since its usage showed that word refers to homosexual, the word finally used in French, Dutch, Danish, Japanese, Swedish, and Catalan with the same sense as the English. It is also coming into use in Germany and among the English-speaking upper classes of many cosmopolitan areas in other countries. Thus the word *gay* is used as reference to homosexual (homosexuality).

The presented table below shows the pejorative development of the word *gay:*

Gay	**Semantic Features**	**Contrastive Features**	**Meaning**
Origin Old French *'gai'*	[MIRTHFULL] [CHEERFUL]	-	Cheerful
XIII – XVII	[MIRTHFULL] [MERRY] [SHOWY] [GAIETY]	[GAIETY]	Full of happiness and laughter
Social Stratification	[CHEERFUL] [SINNER]	[SINNER]	Someone who has done something

	[OFFERING FUN AND GAEITY]		wrong according to religious or moral law
	[MAN] [SEXUAL] [A MALE PROSTITUTE]	[MAN] [SEXUAL] [PROSTITUTE]	A male prostitute
Date 2015	[MAN] [HOMOSEXUAL]	[SEX] [PROSTITUTE]	A man who having a sexual attraction to the person of same sex

Semantic features of *Gay* (pejorative development)

3.3 Data Sources

Corpora are argued to be capable of contributing to linguistic and social science research since they provide attested, contextualized and quantitative language data (Xiao, 2009: 1008). Adapting Xiao's argumentation, this current research took the data from Corpus of Contemporary American (COCA) as a main data source and from Corpus of Historical American English (COHA) as a supporting data source.

COCA and COHA are proposed to be the valid data sources for pejoration issue since they provide past, current, and ongoing changes in language. The numbers of data itself are large, balanced, and up-to-date. They contain more than 520 million words of text and are equally divided among spoken, fiction, popular magazines, newspaper, and academic texts. To make it more focus, the data in this research were taken based on particular criteria that are: (1) pejorative data cover social politic factors; and (2) the updated data are established from 2000 to 2015.