



## Exploring Dysphemism Sociolinguistics Analysis in Youtube News Sean "Diddy" Combs Seen on Video Assaulting Cassie Ventura in 2016

Azizah Syadid

Elyana Feronica Manurung

Laura Nathania Hutajulu

Rahel Raphita Sinabutar

*English Applied Linguistics Postgraduate Program Universitas Negeri Medan, Indonesia*

\* [azizahl30903@gmail.com](mailto:azizahl30903@gmail.com)

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### Abstract

The use of unique language plays an important role in the media, especially for journalistic businesses such as newspapers. As a strategy to develop a journalistic business, many media are trying hard to attract readers' attention, one of which is the use of dysphemism. This research aims to determine the types of dysphemism contained in three news broadcasting channels via YouTube, namely, CNN, CBS Chicago, and KTSM 9 News regarding the case of "Sean "Diddy" Combs allegedly attacking and molesting Cassie)". This research uses qualitative methods using data obtained from the latest news broadcasts on YouTube regarding the P. Diddy case. Data were analyzed and categorized based on the types of dysphemism proposed by Warren (1992). Of the 10 types of dysphemism, 2 data were found for the type of dysphemism (nicknames and expletives), then (taboo terms used as insults) also found 2 data, then (swearing and indecent swearing) also found 2 data. Therefore, this research found 7 types of 8 types of dysphemism according to Warren (1992), in the case of "Sean "Diddy" Combs who is suspected of having assaulted and abused Cassie)" on three news broadcasting channels via YouTube, namely CNN, CBS Chicago, and KTSM 9 News.

## INTRODUCTION

Language is a powerful tool for shaping public image, and in the realm of celebrity, it plays an even more pivotal role in constructing personas, influencing fans, and managing social perceptions. The way celebrities communicate—both in public and private—can offer valuable insights into broader social, cultural, and linguistic patterns. This paper aims to explore the use of

dysphemism in the language of renowned music mogul and entrepreneur, P. Diddy (also known as Sean Combs), analyzing how he utilizes this form of derogatory language in public discourse. By doing so, we can understand not only his personal language style but also the social dynamics of celebrity discourse in general.

In an era of increasingly open and diverse communication, issues involving language use in public contexts have become highly relevant. One intriguing linguistic phenomenon is dysphemism, which refers to the use of harsh or offensive language in communication. The case of P. Diddy in 2024 serves as a concrete example of how dysphemism affects public discourse, creating complex social dynamics. This research aims to analyze how this phenomenon occurs and its impact on public perception. P. Diddy, as a pop culture icon and entrepreneur, often attracts media attention. The case involving him not only captures public interest due to his personality but also because of the way language is used in discussions surrounding the incident. Through a sociolinguistic lens, we can understand how language use shapes and reflects social values, as well as elicits different reactions from society. This analysis is relevant not only for understanding P. Diddy as an individual but also for delving deeper into the construction of identity and stigma in modern society.

Dysphemism, defined as the use of negative or derogatory expressions, contrasts with euphemism, which aims to soften the impact of potentially harsh or uncomfortable topics. In the context of celebrity discourse, dysphemism can be seen as a strategic tool used to assert dominance, craft an image, or challenge societal norms. P. Diddy, as a multifaceted public figure involved in music, business, and philanthropy, has used language as a way to construct his image and navigate the complexities of fame. By analyzing his discourse, we can uncover how his language choices reflect broader socio-cultural phenomena, such as race, class, and the construction of masculinity.

A sociolinguistic approach is essential for understanding how language operates within the specific context of celebrity. Sociolinguistics focuses on the relationship between language and society, considering factors like identity, power, and social interaction. This paper will draw on key concepts from sociolinguistics to explore how P. Diddy's language use reflects his positioning within various social spheres—whether that be his representation in the media, his interaction with fans, or his role within the hip-hop industry. Through a critical lens, we can examine how his language functions as a tool for both self-presentation and social commentary.

P. Diddy's use of dysphemism is particularly significant in how it interacts with his public persona. As a successful entrepreneur and celebrity, he is often expected to project an image of confidence, power, and control. Dysphemic expressions, whether aimed at competitors, the media, or even his own personal struggles, serve to amplify his larger-than-life persona. By utilizing derogatory language, P. Diddy challenges conventional norms of politeness and decorum, reflecting the rebellious, boundary-pushing nature of hip-hop culture. This aligns with the broader dynamics of celebrity culture, where shock value and controversy often work to maintain relevance and visibility.

This study aims to provide deeper insights into dysphemism and to explore the phenomenon surrounding the allegations against P. Diddy for molesting Cassie, analyzed through the lens of Warren's (1992) theory on types of dysphemism. By examining selected news broadcasts from three YouTube channels, this study seeks to identify and classify the types of dysphemism present in media portrayals of this case. Through this analysis, the research aims to uncover the linguistic strategies used in framing and discussing the case, contributing to a broader understanding of how media can shape public perceptions of high-profile allegations and victims' narratives. Strategic use of dysphemism in public settings may serve to engage fans or provoke a reaction from the media, while its use in more intimate contexts may reveal insight into its true self.

## **METHODOLOGY**

Method refers to a systematic approach used to achieve specific objectives in research or practice. According to Sutrisno Hadi (2001), a method is a series of steps employed to solve a problem. Sugiyono (2018) defines method as the means utilized to effectively attain research outcomes. Additionally, Creswell (2014) views research methods as the plans or strategies used to collect, analyze, and interpret data. These definitions underscore the essential role that methods play in the research process and the application of knowledge.

In this article, qualitative methods are used to explore the analysis of news discourse comments regarding the P.Diddy case in Sean "Diddy" Combs allegedly attacking and assaulting Cassie. In the research that will be carried out using three news channels in the study of the P. Diddy case against Cassie, the three channels are;

[CNN https://youtu.be/3Ti0hUQP5U?si=Ml4ueY3E0FZMftao,](https://youtu.be/3Ti0hUQP5U?si=Ml4ueY3E0FZMftao)

**CBS Chicago** <https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj>, and **KTSM 9 News** <https://youtube.com/watch?v=ZaoFXmF5SUo&lc=UgxPxSC0AOC2GILyIJF4AaABAg&si=ss25we2z6KEMd4XO>.

Where the data collected is 10 selected comments from the three channels starting from the newest to the oldest and also selected from the most likes and the fewest so that the data collected can be balanced. Then, this research uses Warren's theory (1992) explaining that there are eight types of dysphemism, namely, (1)Dysphemistic Epithets on Real Physical Characteristic, (2) Terms of Insult or Disrespect, (3)Comparison People with Animal, (4) Taboo Terms used as Insult, (5) Epithets and Expletives, (6) Profane Swearing and Profane Oaths, (7) Dysphemism Function as Insult, (8) Euphemistic Dysphemism, which will be examined in the analysis of exploring dysphemism research in the case of Sean "Diddy" Combs allegedly attacking and assaulting Cassie.

RESULT AND DISCUSSION

Dysphemism in the case of P. Diddy's attack on Cassie is at the center of news broadcasts on YouTube channels, especially on the YouTube channels of CNN, CBS Chicago, and KTSM 9 News. Researchers collected data in the form of dialogue and words found through comments on videos in news broadcasts on three YouTube channels (apparently the video shows Sean "Diddy" Combs allegedly attacking and assaulting Cassie).

*Table 1. List of types of dysphemism proposed by Warren (1992) regarding analytical studies found in YouTube media on news channels, in handling the case of "P.Diddy assaulting and attacking Cassie" found in CNN, CBS Chicago, and KTSM videos 9News.*

No	Categories of Dysphemism	Comment	Found in	Research Explanation
1.	Epithets and Expletives	<a href="#">@aleksandrat6668</a> She was held hostage by him. This man needs to rot in jail for the rest of his life. He is	<b>CBS Chicago</b> <a href="https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj">https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj</a>	Epithets and Expletives <a href="#">@aleksandrat6668</a> She was held hostage by him. This man needs to rot in jail for the rest of his life. He is dark and evil CBSChicago

dark and evil

<https://youtu.be/XFEOFzO7ln4?si=GTW BopNJEsbSR 6Pj>

In the analysis found in comments on the CBS Chicago channel regarding the case of P. Diddy in the attack he carried out with Cassie, it can be found that this first comment uses the *dysphemism type of epithets and expletives*, where in this comment highlights *"This man needs to rot in prison for the rest of his life. he is dark and evil"*. In sentences that indicate *"dark and evil"* it includes the dysphemism epithets and expletives which refer to nicknames or characteristics of someone. The person referred to here is P.Diddy who explains his cruel actions and the violence he committed against Cassie, where this comment refers to P.Diddy's actions like a devil and his dark characteristics. Therefore, this comment includes epithets and expletives, as according to Keraf (2008, p. 141) that an epithet is a special trait or

2. Epithets and  
Expletives

@SuperSwedishSt  
ar Diddy is evil, we  
want justice for all  
his victims.

CBS Chicago  
[https://youtu.b  
e/XFEOFzO7  
ln4?si=GTW  
BopNJEsBsR  
6Pi](https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pi)

characteristic of a person, as  
this comment refers to P.

Diddy's characteristics which  
are "dark and evil".

Then in the second analysis,  
we still found the same  
comments via the CBS  
Chicago channel with the same  
type, namely, *dysphemism  
epithets and expletives*, which  
still had the same reference to  
the word "**evil**" which is P.  
Diddy's nickname and  
characteristic in the actions he  
carried out. in the video.  
According to Keraf (2008, p.  
141) that a nickname is a  
special trait or characteristic of  
a person, which is a type of  
epithets and expletives  
dysphemism. This comment  
shows this type of dysphemism  
because there is also a clear  
statement where the  
commenter wrote P.Diddy's  
name and said that he is evil.  
Where in the data as a  
reference the comment states  
clearly, namely "Diddy is evil,  
we want justice for all his  
victims".

- |    |                                     |  |  |  |
|----|-------------------------------------|--|--|--|
| 3. | Dysphemism<br>Function as<br>Insult | <p><a href="#">@daveleeroth1539</a></p> <p>Rappers are pure pieces.... this is not even music, this is dog food for N.....</p> | <p><b>CBS Chicago</b></p> <p><a href="https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj">https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj</a></p>                       | <p>In the third analysis via the CBS Chicago channel, comments with the type of <i>dysphemism function as insults</i> were found. Where this type defines insults, therefore this comment refers to rappers with rude comments where the sign (.....) is a harsh swear word such as (s**t) because there are the words “pieces” which are usually then connected with swear words. and the “N word...” is against racism towards black people. This type refers to P.Diddy who is a rapper and a black person for the acts of violence he committed where this comment is an insult where there is the sentence "<i>dog food for N.....</i>", as according to Gabriel (1998) , insults include behavior or discourse, spoken or written.</p> |
| 4. | Taboo Terms<br>used as Insult       | <p><a href="#">@jasonchan4732</a></p> <p>Yo dats sum gangsta sh*t right there</p>  | <p><b>KTSM 9 News</b></p> <p><a href="https://youtube.com/watch?v=ZaoFXmF5SUo&amp;lc=UgxPxSC0AOC2">https://youtube.com/watch?v=ZaoFXmF5SUo&amp;lc=UgxPxSC0AOC2</a></p> | <p>Then analysis found on the KTSM 9 News channel found comments with the <i>taboo terms used as insults</i>. In this type, according to Karjalainen (2002), it is used to curse,</p>  |

GILyIJF4AaA  
 BA&si=ss25  
 we2z6KEMd  
 4XO

ridicule, or hurt and give  
 nicknames that include body  
 organs or body organ activities  
 including urination and  
 defecation. In this comment  
 there is a sentence element that  
 uses the phrase "*sum gangsta  
 sh\*t right there*". The meaning  
 of this comment is to ridicule,  
 and the meaning of both also  
 refers to the activities of the  
 body's organs, however the  
 context is that this comment is  
 mocking P. Diddy for his damn  
 gangster actions that he did to  
 Cassie, therefore this comment  
 is also tied to the taboo which  
 describes P. Diddy's actions.  
 Diddy which is inappropriate  
 to do in public.

- |    |                            |   |   |   |
|----|----------------------------|---|---|---|
| 5. | Taboo Terms used as Insult | <p>@<a href="#">irmarodriguez1390</a> Intoxicated my ass. He's moving around just fine. Not stumbling or anything and his apology is more like "I'm sorry I got caught. I thought the video was very well taken care of."</p> | <p>CNN</p> <p><a href="https://youtu.be/3Ti0hUQPy5U?si=Ml4ueY3E0FZMfta0">https://youtu.be/3Ti0hUQPy5U?si=Ml4ueY3E0FZMfta0</a></p> | <p>Then, following the analysis on the CNN channel with the same type as before, we found comments with the <i>taboo terms used as insults</i>. This type contains the use of body organs in the comment sentence which is used in the word <i>“my ass”</i>. According to Karjalainen (2002), this type of dysphemism like "I'm sorry I</p> |
|----|----------------------------|---|---|---|



got caught. I thought the video was very well taken care of." is used to curse, ridicule or hurt and give nicknames to body organs or body organ activities including urination and defecation. In this comment, it was expressed in the sentence *"Intoxicated my ass. He's moving around just fine"*, this should be a harsh mockery of P.Diddy in his classification video where he didn't mean it in apologizing in his classification video.

6. Profane Swearing and Profane Oaths @AnaFernandez-j p5uh He is scum. He lied. Then "apologized" to his family. He did not apologize to Cassie, the public for lying nor his other victims. He needs to rot in prison for the rest of his life. He scarred so many lives and it can't be undone. CNN <https://youtu.be/3Ti0hUQPy5U?si=Ml4ueY3E0FZMfta0>

Furthermore, in the analysis of the CNN channel, it was found that the comment types used were *profane swearing and profane oaths*. This type uses swearing or harsh words. According to Allan (2001), swear words are objects of abuse and something that is insulting. Therefore, in this comment, *"He is scum"* is found, which is an insult or insult aimed at P. Diddy. The meaning of this context refers to P. Diddy as trash with the crimes he has committed and

- the lies he has included in the public mass media.
7. Profane Swearing and Profane Oaths      [@isaacmontoya963](#) CBS Chicago      Still with the same type, analysis of the CBS Chicago channel was found to use comments with the types of *profane swearing and profane oaths*. In this type, the previous analysis did not find the use of swearing, but in this analysis we found the use of oaths involving divinity and statements involving divinity. What can be seen from this comment is the sentence "*Thank God for video*" where there is a connection in the statement in revealing P.Diddy's true characteristics.
  8. Euphemistic Dysphemism      [@marshalkhumal](#) CNN      In the analysis found on the CNN channel, it was found that the type of comment using *euphemistic dysphemism* was used, according to Warren (1992), which in this study used mockery or insults with disrespect towards the target character. Therefore, there is an analysis that shows the sentence in "*a coward who kicks a woman when she is*
- 6 The dude thought he was invincible. Thank God for video evidence his true colors are finally revealing itself.
- <https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj>
- o6549 A coward who kicks a woman when she is down, he deserves to rot in jail.
- <https://youtu.be/3Ti0hUQPy5U?si=Ml4ueY3E0FZMfta0>

*down, he deserves to rot in prison''* can be interpreted in context with the insults and ridicule directed at P. Diddy where he kicked a woman and attacked his ex-girlfriend, which made many people angry, resulting in many disrespectful comments towards P.Diddy, as analysis can be found according to Warren (1992).

9. Comparison      @lawrencemalche      CBS Chicago      Furthermore, the analysis that  
   People      with      ff9804 Not      [https://youtu.b](https://youtu.be/XFEOFzO7ln4?si=GTWBopNJEsBsR6Pj)      was found by CBS Chicago  
   Animal      disturbing. This is      e/XFEOFzO7      was found to use a comment  
                  normal behavior in      ln4?si=GTW      type with a *comparison of*  
                  the gangster world.      BopNJEsBsR      *people with animals*. Where in  
                  Ladies, when you      6Pj      this study compares or  
                  date a murderous           expresses two entities. In this  
                  gangster you get           comment you can find data  
                  gangster behavior           analysis in sentences that show  
                  done to you as well.           the two entities in the sentence  
                  Don't poke the           *"when you date a murderous*  
                  snake. And even           *gangster you get gangster*  
                  THAT won't help           *behavior done to you as well"*.  
                  you sometimes.           *"Don't poke the snake. And*  
                            *even THAT won't help you*  
                            *sometimes."* In this sentence it  
                            has the meaning of comparing  
                            two different entities to show  
                            similarities in the sentences

"murderous gangster" and "don't poke the snake", where there is an explanation after. The sentence quoted means how dangerous it is to deal with gangsters, just like dealing with snakes, which of course can be dangerous. Therefore, this analysis is classified into comparison as according to Allan, Capone and Kecskes (2016), comparison is something that can compare or contrast two people, places, things or ideas.

10. Dysphemistic Epithets on Real Physical Characteristic     @samsomsonofis ac529 Allegedly??? Niqqa you showing us the video... Defc u mean allegedly     KTSM 9 News <https://youtube.com/watch?v=ZaoFXmF5SUo&lc=UgxPxSC0AOC2GILyIJF4AaABAg&si=ss25we2z6KEMd4XO>     Then in the latest data found on the KTSM 9 News channel, in this latest data a type of comment with *dysphemistic epithets on real physical characteristics was found*. In this comment you can find data analysis in sentences that show racism in comments. According to Warren (1992), insults of this type use dysphemistic epithets that focus on physical characteristics, thus involving racist dysphemism as well as behavior that the speaker does

not approve of. This last comment shows an insult to the news program which states "*Allegedly*", so that many netizens disapprove of the news in the P. Diddy case, thus giving a racist impression that can be found in comments calling black people where the writing is deliberately blamed so that it can be read clearly "*Niqqa*" where this sentence became racist in the P.Diddy case as well as the news program which allegedly accused Cassie.

In 10 data found in three news broadcasting channels via YouTube, namely, CNN, CBS Chicago, and KTSM 9 News regarding the case of "Sean "Diddy" Combs allegedly attacking and assaulting Cassie)" in exploring the analysis of types of dysphemism using Warren's theory (1992). From the data found, there were 7 types of 10 data found in the analysis of three news broadcasting channels, where there were 3 types of dysphemism on the CNN news channel, namely the types of *dysphemism found were taboo terms used as insults, profane swearing and profane oaths, and euphemistic dysphemism*. Furthermore, on the CBS Chicago news channel, 5 types of dysphemism were found, where the types found were dysphemism type of *epithets and expletives, dysphemism function as insults, profane swearing and profane oaths, comparison of people with animals, and dysphemism type of epithets and expletives*. And the last channel is KTSM 9 News where there are 2 types of dysphemism, namely *taboo terms used as insults and dysphemistic epithets on real physical characteristics was found*.

Furthermore, from the data found, it is from the types described by Warren's (1992) theory, regarding the types of dysphemism, it can be found that from the total data there are 7

types of 8 types of dysphemism according to Warren's (1992). Therefore, it was found from the data collection that 2 data were found in the analysis (nicknames and curses), then (taboo terms used as insults) 2 data were also found, then (swearing and indecent oaths) were also found in 2 data. , then each one found data regarding the type of dysphemism, namely (found the function of dysphemism as an insult, comparison of humans with animals, euphemistic dysphemism, and dysphemistic nicknames for real physical characteristics). Therefore, this research found 7 types of 8 types of dysphemism according to Warren's (1992), in the case of "Sean "Diddy" Combs who allegedly assaulted and assaulted Cassie)" against three news broadcasting channels via YouTube, namely CNN, CBS Chicago, and KTSM 9 News.

## CONCLUSION

This research analyzes the types of dysphemism used in CNN, CBS Chicago, and KTSM 9 News news broadcasts regarding the case in Sean "Diddy" Combs allegedly attacking and assaulting Cassie. Based on data analysis and discussion in the previous section, researchers can conclude that there are 7 types of 10 data found in the analysis of the 3 broadcast channels. According to Warren's (1992) theory, based on type, the overall data found is that there are 7 types of 8 types of dysphemism according to Warren (1992). So, from the data collection, it was found that from the results of the analysis, 2 data were found of epithets and curses, then 2 data were found of taboo terms used as insults, then 2 data were found of swear words and indecent swearing.

Furthermore, each data was found regarding the types of dysphemism, namely the function of dysphemism as an insult, comparison of humans with animals, euphemistic dysphemism, and epithet dysphemism for real physical characteristics. Based on its distribution through three news broadcast channels on YouTube, on the CNN news broadcast channel, taboo terms were found that were used as insults, profane swearing and swearing, and euphemistic dysphemism, then on the CBS Chicago news broadcast channel, 5 types of dysphemism were found, where the types found were dysphemism of the epithet and swearing type, dysphemism functioning as an insult, profane swearing and swearing, comparison of humans with animals, and dysphemism of the type of swearing and swearing and the last one was KTSM 9 News where two types of dysphemism were found, namely taboo terms. which functions as an epithet-type insult and dysphemism towards real physical characteristics.

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