

EUPHEMISM IN ENGLISH AND UZBEK MASS MEDIA

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Abstract:

Nowadays particular attention is paid to media discourse. In this research most actual emotional and estimated qualification of euphemisms is represented. The analysis of euphemisms in the text of the newspaper realizes itself on the level of the media discourse. The aim of this article is to identify euphemisms used in the English and Uzbek newspapers. The article deals with the semantic, structural and pragmatic peculiarities of euphemisms. To reveal peculiarities of the English and Uzbek euphemisms, they are analyzed according to the lingua-cultural approach and consequently are classified according to their semantic and pragmatic features.

Introduction

Since the dawn of time, language has served as an essential medium of communication. Language evolves in both overt and subtle ways as civilization progresses. Some vocabulary and expressions are omitted from the dialogue, while others are introduced into the popular debate. Euphemisms are an example of such shifts.

The practical use of language in a social context euphemisms have great scientific interest. Each nation has their own type of euphemistic period development, but in all the nations euphemisms played a pivotal role to mask or soften the true meaning of what is being expressed. In the below we would like to give some examples from Uzbek and English euphemisms: There are several semantic groups of euphemisms in both languages taken as the subject of our article: - Profession euphemisms - Euphemisms about the disease - Euphemisms for death - Euphemisms used for crime 2 X.B.Kadirova “Euphemisms and dysphemisms in the Uzbek language”. Study guide. Tashkent-2013, page 3 - Euphemisms about jobs and employment - Euphemisms used for politics and so on From these groups for comparing euphemisms in two languages we chose “Euphemisms about jobs and employment”. In this life having a job make a great sense while living on this Earth; and it will be very awful if a person loose his/her job. There are some euphemistic phrases for describing this position. Some of them are given as examples: In English: 1. to get fired: to get laid off, to be dismissed, to be let go - “John

was laid off last year and is looking for work.” - “His resume looks great, but it turns out he was dismissed from several of his previous positions.” - “Some people were recently let go, so a lot of our employees are on edge.” 2. to fire people: to let (someone) go, to lay (someone) off, to downsize - “I heard a rumor that management is going to let some people go at the end of the year.” - “We’ve been fortunate enough to not have to lay anybody off this year.” - “I’d help you try to get a position at my firm, but we’re not hiring. In fact, we’ve downsized in the last few months.” 3. to remove from duty: to put on administrative leave - “The police officer was put on administrative leave for using excessive force.” 4. to quit: to resign, to leave the company - “I’m thinking of resigning at the end of the year.” - “Kevin left the company to pursue another opportunity.” In Uzbek language for telling about the unemployment the following euphemistic phrases are used: 1. Bo’shatmoq – U yana o’z ishiga tiklandi, keyin bo’shatildi, yan ... (He was reinstated, then fired, again) 2. Ozod qilmoq. – O’z ishiga loqaydlik qiluvchilarni ozod qilishga to’g’ri keladi. (We have to release those who are indifferent to their work.) 3. Vazifasidan ketmoq. – Vazifasidan ketgan rahbarning “ahvoli”ni tushunsa bo’ladi. (The "condition" of the leader who has been removed from duty is understandable.) 4. Xayrlashmoq. – Ba’zi xodimlarning masalasini jiddiy ko’rib chiishga to’g’ri keladi, ayrimlari bilan xayrlashdk ham. 3 (We had to seriously consider the issue of some employees, and we said goodbye to some of them.) – (These translations belong to authors.) From these sentences we can see that in both languages, these chosen words try to help soften the atmosphere and not to hurt others or we can feel the ironic sense in the usage of the words № 4 in both languages. Euphemisms can be used in different purposes and they can vary also from styles. In the speech the styles can be comprehended by the speakers and listeners. Euphemism is the language reflection of social culture; therefore lots of changes can be observed in nations social life.

Speech culture and the practice of public speaking are two topics that have been researched and are currently being studied in the field of linguistics.

For millennia, humans have aspired to speak in a manner that is both articulate and spectacular. As a result, the aforementioned subjects are deemed to be among the pressing problems that must be addressed, and current studies must be updated on a regular basis.

Euphemism has been actively used for several decades, according to historical evidence. Furthermore, there are multiple examples of historical literature of various languages that demonstrate how euphemism was successfully used to cover a wide range of topics. The Canterbury Tales by Geoffrey Chaucer is considered as one of the oldest known literary examples of English. ‘The tales use a variety of euphemisms instead of taboo terms, such as eye lash to refer to a woman’s private part (sexual organ) (Neaman and Silver, 1990: 1). The use of euphemism in literary works increased mostly during the Renaissance. In all of Shakespeare’s works, he masterfully employed euphemism,

hence the usage of terms in his works was categorized differently and extended widely. Euphemisms relating to sex, for example, can be found in many of the author's works.:

Othello, Act 1, Scene 1, Iago talks to Brabantio:

“I am one, sir, that comes to tell you your daughter and the Moor are now making the beast with two backs.”

The action of having an intimate relationship is given as “making the beast with two backs”. *Anthony and Cleopatra*, Act 2, Scene 2, Agrippa speaks about Cleopatra:

“Royal wench! She made great Caesar lay his sword to bed. He plowed her, and she cropped.”

In the example, the word plowed is used to convey an intimate relationship, while the word cropped is used to euphemistically describe pregnancy.

Euphemism can also be found in the earliest known written literature examples of Uzbek literature. Yusuf Khas Hojib wrote one of the earliest known Turkic novels, which he called ‘Qutadg’u bilig’ (felicity knowledge). The novel was supposed to be a present to a king of the state, thus it included opinions to prevent disputes and collisions, to encourage people to have a blissful life, and to obey the rules of their society. When it comes to the name of the book, the author used the word Qut which means ‘bliss’, and bilig which means ‘knowledge’, in the meaning of ‘the knowledge which brings happiness’. In that way the author indicates that the book is about the knowledge that prevents arguments and disagreements. In addition, Alisher Navai, a master of Chagatai Turkic literature, used special euphemisms in his classics in the later centuries. He once used metonymically euphemized words to save the lives of the castle servants. The queen of the country was dying of an incurable illness, and the king didn't want to see his beloved wife take her last breath. He went hunting and ordered that anyone who went after the king to announce the queen's death would be put to death. Unfortunately, the queen died shortly after, and no one had the courage to inform the king. They called Alisher Navai for help and he dared to report the death to the king with a short poem using euphemistic coding: Sarvi gulning soyasinda so'ldi gul netmak kerak? The beloved flower was withered under the shade of the salvia (sage) flower, what should be done? As a result, he spared his own life as well as the lives of all the palace servants from the King's retribution. The king quickly deduced what had occurred in the palace and responded with a poem of his own:

Bargidin kokil yasab, guldin kafan bitmak kerak. Make braids from leaves and prepare kafan (special cloth for dead person) from the flower (salvia). (Xalq dostonlari – ‘oral ethnic poems’).

The comparative study of rhetoric aspect of speech culture in the English and Uzbek languages is very important in increasing and developing learners' knowledge, skills and experience in using the linguistic means referring to these languages. It is too difficult to understand and to justify the specialists, especially the leaders and the heads

who can not express their ideas independently and have not got fluency, eloquence and accuracy in speaking in their mother tongue. Thus idea clarifies the importance of being aware of secrets of speech culture and the art of public speaking nowadays.

Most common used euphemisms in English and Uzbek (**death**)

English	Uzbek
to pass away	
pass over	
go to heaven	Narigi dunyoga ketdi - 'gone to another world'
go to a better place	Ruhi orom topdi - 'his/her soul found rest'
leave the land of the living	Joyi jannatda bo'lsin - 'his/her place be in heaven'
go under go to our rest	Biz uni yo'qotdik - 'they lost him/her'
pass into the next world	Abadiy hayotga ketdi - 'gene to eternal life'
pass on the other side	
sleep away	
go to our long home	

Most common used euphemisms in English and Uzbek (**sex**)

English	Uzbek
do it	
make love	
go to bed with somebody	visolga yetmoq - 'the long waited meeting with a lover'
sleep with someone	birga yotmoq - 'go to bed with'
get laid	shakarguftorlik qilmoq - 'to have pleasure'
screw	uzoq suhbat qurmoq - 'to have pleasant talk with someone'
go all the way	
score	
the birds and bees	
love glove	

Most common used euphemisms in English and Uzbek (**pregnancy**)

English	Uzbek
eating for two	
in a delicate condition	
be in the family way	Bo'yida bo'lmoq - 'to have in her height.'
to be up the pole	Ikki qat - 'to have two slice'
to have a bun in the oven	Farzand kutmoq - 'waiting for a child'
in the pudding club	Og'ir oyoq - 'with heavy legs'
up the duff	
with child	

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