

LINGUISTIC PECULIARITIES OF EUPHEMISMS IN MEDIA DISCOURSE

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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 Georgian newspapers. The article deals with the semantic, structural and pragmatic peculiarities of euphemisms. To reveal peculiarities of the English and Georgian euphemisms, they are analyzed according to the lingua-cultural approach and consequently are classified according to their semantic and pragmatic features. The use of this stylistic device in the discourse is dictated by social conventions to seek refinement in the unacceptable form, to follow the rules of the moral and ethical standards accepted in the society, for the purpose of avoiding of "the communicative conflicts," and also with the purpose to veil some socially unacceptable and unattractive phenomena of reality.

Introduction

In the previous decade the euphemisms formation process proceeds with special intensity. That's why in the modern world one of the most important factors promoting euphemisms formation, and their fastening in a language is their ability to be a powerful tool of new public sets formation, and euphemisms receive extremely wide circulation in socially significant spheres of speech activity. According to Merriam Webster, the concept of euphemism can be defined as a mild or indirect word or expression replaced by one that is considered to be too harsh or blunt when referring to an unpleasant thing. a special group of words which are called **EUPHEMISMS**. These are words used to **substitute** some **unpleasant** or **offensive words**, e.g «*the late*» instead of «*dead*», «*to perspire*» instead of «*to sweat*» etc. *drunk-merry, ledger-paying guest, to die — to go away, commandment — command*. However, it can be explained in another way: as the act or an example of replacing a mild action or a mild word, indirect, or vague term with something that is considered harsh, offensive, or blunt.

Euphemism reflects the various states of social psychology. Many factors of social psychology may account for euphemizing. However, avoiding taboos, being polite and disguising one's speech are the most basic and typical ones. To avoid taboos is the principal psychological basis on which euphemisms are created. In many cultures, the names of gods and devils are taboos and people try to avoid mentioning them directly. That's why English people euphemize the name of "Satan" as "god of this world", "his sable majesty", "old gentleman in black" or "old Harry". They even spell god as "g-d," or "gosh", etc. In this sense, we can say the existence of taboo words or taboo ideas stimulates the creation of euphemism. (www.cscanada.org)

There are different viewpoints on euphemisms presented to demonstrate attitudes of various scholars on this phenomenon. Karlo Jorjaneli gives the classification of euphemisms according to linguistic means and their motives. As a euphemistic substitution in the newspaper text some lexical items can be grouped according to their common semantic or emotional and evaluative, characteristics. Engaging words of generally positive meaning for euphemistic renomination are important as decoding the meaning of the given words positive connotations are actualized that enables to smoothen the most unpleasant associations. In a typical newspaper text a euphemism is a phrase which represents a particular degree of manifestation of the trait. Such expressions are perceived as less categorical and signal a subjective attitude of the author. In English language euphemisms are used to lend "status", for instance: "sanitary engineer" is used instead of "garbage man", "dustman". "Senior citizen" instead of "retiree" or old person.

Euphemisms are used in different spheres of life without considering which euphemism to use and when, however, it is not so easy to classify them as there is no uniform standard. Euphemisms can be classified according to different criteria, rules, or principles. The following is a presentation of some possible classifications of euphemisms. Rawson divides euphemisms into two general types, namely, positive and negative which are distinguished according to the evaluative aspect (1981). (Laura Samoskaite 2011: 11)

From the point of this view, we can divide euphemisms into some semantic categories that may be appropriate to the Uzbek and English language.

1. Profession euphemisms. People always use cleaning operative for road sweeper or dustman, sanitation engineer for the garbage man, meat technologist for butcher, and the hairdresser has turned into beautician etc. e.g. Ofis yoki xona tozalovchi- "**farrosh**"

2. Disease euphemisms. In the disease euphemisms, people always use long illness to replace cancer, "**SARATON**" instead of "**RAK**", social disease replaces syphilis and AIDS, also they use lung trouble to substitute tuberculosis; and so on

3. Death euphemisms. In many societies, because death is feared people tend to avoid mentioning death directly and talk about it in a euphemistic way. So, death has hundreds of soft, decent, and better-sounding names, such as to breathe one's last, fall asleep, go west, join the majority, lay down one's life, pass away, pay the debt of nature, reach a better world, to be at peace, to return to the dust, etc. There are many euphemisms for the word "die" in the Uzbek language. In Uzbek for the word O'lmoq (die) we use the following euphemisms: "**Olamdan o'tdi**"(passed away), "**Halok bo'ldi**"(passed on), "**Ko'z yumdi**" (closed eyes), "**Ruhi tanasidan chiqdi**" (soul left), "**Bu dunyo bilan xayrlashdi**" (said farewell to life), "**Abadiy uyquga ketdi**" (went asleep for good), "**Narigi dunyoga ketdi**" (departed to the heavens).

4. Sex euphemisms. Euphemisms concerning sex: willing woman, gay boy etc.

5. Crime euphemisms. In the field of crime euphemism: five-fingers, gentleman of the road, hero of the underground, the candy man. These phrases are often used to substitute for pickpocket, robber, heroin, and drug pusher. e.g. "**Mahbus**" instead of "**Qamalgan**", "**Mahbus bo'lgan**" instead of "**O'tirib chiqqan**"

6. Political euphemisms. Since the function of euphemism can reduce the unpleasantness of a term or notion, it is natural that announcements of governments will often resort them to understate the facts, e.g. 15 student unrest can be used to replace student strike; police action, search and clear, war games are used to substitute for aggression, massacre and war exercise.

"The president's statement praises Thatcher as one the "great champions of freedom and liberty" and goes on to observe "she stands as an example to our daughters that there is no glass ceiling (=promotion limit for women)that can't be shattered." (The Least Interesting Fact About Margaret Thatcher. <http://news.yahoo.com>)

7. Euphemisms of mental and physical ability. We can also divide euphemisms according to mental and physical ability to make difficult or emotional situations more acceptable. There are 382 Maka Baladze lots of examples of such euphemisms in the English and Georgian languages, there are some of them:

Uzbek

English

Ko'zi ojiz- ko'r, g'ilay;

Blind- not able to see, visually impaired;

Kar – Qulog'I og'ir, Garang;

Deaf- not able to hear, hearing impaired;

Jismonan imkoniyati cheklangan- nogiron, **Invalid** – people with limited ability;

Invalid;

"Many hearing-impaired people use sign language." (Uzbekistan Today")

Conclusion

Euphemisms are usually employed to avoid saying anything painful or unpleasant. Euphemisms are extensively used everywhere when talking about violence, ability or

any other topics that is deemed as taboo or inappropriate for the society. According to different criterion euphemisms can be divided into several categories. In this division we compare English and Uzbek euphemisms and we had seen that some of them have an exact equivalent in both languages. Euphemisms help us to express our idea in a nice way without hurting anyone. The main aim of euphemisms is to hide the unpleasant reality by using more positive and acceptable words. Euphemisms are also used to avoid "conflicts of communication "and to maintain effective communication. So euphemisms help people to master the skill of polite conversation better and make their speech appear more appropriate.

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