

**MINISTRY OF EDUCATION OF THE AZERBAIJAN REPUBLIC**  
**KHAZAR UNIVERSITY**

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**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**Mayor: 60201 – Linguistics**

**MASTER THESIS**

**Title:** Functional Aspects of Phraseological Euphemisms in English

Master Student:

Aynura Rzayeva

Supervisor:

PhD. Assistant professor I.A.Samadova

**Baku – 2018**

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## INTRODUCTION

The relevance of the research is that the investigation of euphemisms from a functional point of view is considered one of the crucial issues in linguistics. The study reveals the stylistic potentials of phraseological euphemisms in different spheres of social life, such as news, politics and business and establishes a ground for deep understanding of expressive resources of the English language. In English in the speech of various social layers the lexical and stylistic aspects of euphemisms have not been studied thoroughly yet. Therefore, our investigation can be regarded actual in this issue.

The issue of euphemisms have been studied from various aspects by different scholars from different countries. However, the linguistic experience shows the lack of studies devoted to the investigation of functional aspects of phraseological euphemisms. The reason of the study of euphemisms from a functional point of view is their specificity in lexical and functional peculiarities.

The purpose and tasks of the research are to study the functional aspects of phraseological euphemisms. It includes the following tasks:

- to investigate the theoretical principles of euphemistic process in English;
- to describe expressive and stylistic means of the English language and to study different approaches to it;
- to study various euphemisms and disphemisms, as well as taboo existing in modern society;
- to define the main aspects, especially functional aspects of euphemisms in different social spheres of human activity including news, politics and business.

The novelty of the research is that in English functional aspects of euphemisms are firstly studied in the text linguistics. It is the first time when:

- the theoretical principles of phraseological euphemisms are investigated;

- stylistic means of the English language and different approaches to this issue are described;
- euphemisms are studied as a lexical means of the English language;
- the types of euphemisms are defined;
- the functional aspects of business, political and news euphemisms are analyzed.

The object of the research is to investigate phraseological euphemisms used in authentic English texts.

The subject of the research is to investigate the phraseological euphemisms used in different social spheres of human activity, such as news, politics and business.

The methods of the research include semantic and contextual analysis, as well as functional analysis of the issue.

The theoretical basis of the research is the investigation of functional aspects of euphemisms in details. In common, the investigation can enrich the theory of functional stylistics and the theory of text in linguistics.

The materials used in the study include authentic material uploaded from official sites of BBC, VOA, CNN in English, local and foreign scholars' theoretical books and aids. It also includes the modern dictionaries of English euphemisms.

The theoretical significance of the research is the study of euphemisms in text linguistics and stylistics. The present investigation can enrich the theoretical basis of text linguistics and functional stylistics.

The practical significance of the research is that the obtained materials and information from the study can be very useful in the theoretical course of stylistics, especially in the study of stylistic devices and euphemisms.

The structure of the research includes introduction, two chapters, conclusion and references.

**I CHAPTER**  
**THEORETICAL PRINCIPLES OF INVESTIGATION OF**  
**PHRASEOLOGICAL EUPHEMISMS IN MODERN ENGLISH**

**1.1. Expressive and stylistic means of the English language. Euphemisms  
as a lexical stylistic means of the English language**

Expressive means of the language, expressive and stylistic devices, tropes, speech figures are widely used in linguistics. In different styles sometimes these terms are considered synonymic, sometimes they are different. The main peculiarity of literary style is image. Despite the fact that image is considered a main peculiarity of literary style, it can make any text stylistically colorful. Emotions (or expressiveness), first of all, is connected with image and emerges from it. Emotional or expressive speech is also considered image. Therefore, in different styles (texts) the indicators of image or expressiveness are realized in three layers of a language, thus phonetic, lexical and grammatical.

According to Í.R.Galperin's classification, expressive and stylistic means are divided into three large groups: “phonetic, lexical and grammatical (syntactical)” [27, 28]. phonetic stylistic means are alliteration, assonance, repetition (rhythm), intonation and so on. Lexical stylistic means are epithets, metaphors, similes, irony, euphemisms and so on. Grammatical (syntactical) stylistic devices include word order in a sentence, odd sentence structures, elliptical sentences and so on.

However, our attention is focused on the study of euphemisms, especially their usage and application in a speech. It is usually used in vernacular and based on this language in literary style. Creative and dialectal words are also widely used in this style.

Despite the fact that euphemism is considered one of the object of study of linguistics and occupies a central place in the theory of linguistics, it has not been

deeply studied. Common criteria constituted the basis of the notion “euphemism” does not exist yet. On the one hand, this process is explained by multidimensional aspects of euphemisms, on the other hand, by a short period of time for investigating this issue.

Euphemism is derived from a Greek word which means “eu” good, “phemc” to speak. As a term euphemism means to speak very good, to soften any severe meaning, to avoid vulgar color. If we approach a language from literary point of view, vulgarisms-taboo-euphemisms line is easily determined.

It is necessary to note that euphemisms from linguistic point of view has been applied since the last century. At the end of the XIX century German linguist G. Paul distinguished euphemisms from semantic changes which were well-known.

With the development of modern culture a lot of euphemisms have emerged in the language. For example, instead of the word “false” “not right” can be used and so on. Even instead of the word “death” or “to die” several equivalents are used: to pass away, to kick a bucket, to loose one's life and so on.

In linguistics literature there exists a socio-linguistic approach to the process of taboo and euphemisms. It is known that speaking about euphemisms it is suitable to remind borrowings and cliches. Though this style of euphemisms are slow in intensity, in modern languages it is more widely spread phenomenon. For example, in English instead of “drunk” “intoxicated” is used, instead of “sweat” “perspiration” is used.

Euphemisms are emerged from speech parts and phraseological combinations. Beside euphemisms, dispheisms also exist in the language. Dispheisms are emerged opposite to euphemisms. In fact, even if dispheisms are considered taboo, they are used to make a meaning impolite, severe and negative. Stylistic coloring, modality, subjective attitude exist in dispheisms. For example, to die – euphemism (to go to hell- dispheism), to get away - dispheism (to go-euphemism).

In linguistic literature there exist a lot of definitions of the notion “euphemism”. Studied definitions for a better understanding of the significance of

euphemisms have been analyzed and divided into three large groups. The types of euphemistic functions given in the reviewed definitions can serve as criteria.

The first group includes the definitions of euphemisms softening the meaning of impolite and unpleasant words:

O.S.Akhmanova defines a euphemism as follows: “a euphemism is a derivative, softening, polite trope denoting any thing or event” [22, 521]

According to Webster dictionary, “euphemisms is a substitution of an impolite word or phrase with a polite one” [83]

Euphemism is a word or phrase that is used instead of any taboo or inappropriate word or phrase” [76]

C.Kapu writes: “euphemism is a phrase that substitutes unpleasant, humiliating or threatening word or phrase with a word with a derivative meaning or a softening meaning” [62, 5];

Ì.R.Galperin defines: “euphemism is a word or phrase used for the substitution of an impolite or rude word or phrase with a suitable word or phrase” [59, 73];

A.Spears defines it as follows: “ euphemism is a substitution of a rude phrase with more softening or appropriate one” [70, 11].

The second group of definitions includes the importance of social motives apart from main functions:

E.Partrick defines it as follows: “euphemism is a phrase used for softening a listener's unpleasant impression or impolite result for a speaker if the latter is eager to make a good impression” [69, 96];

A.Katsev defines as follows: “euphemism is a derivative substitution of any effective softening or any threatening name of religious and moral motives in human life” [33, 5];

K. Allan və K.Berige defined it as follows: “ Euphemism is a phrase used as a possible alternative seeking a purpose of avoiding disrespect of a member, audience or a third part” [53, 42];

L.Krisin defines it as follows: “euphemistic substitution aims at avoiding communicative conflict or failure and communicative discomfort of the third part” [39, 391];

E.Turina defines it as follows: “euphemism is a substitution of a banned, impolite or simply rude, tactless word or phrase used instead of social incorrect antecedent or softening, but for some reasons accepted thematic syntagma” [47, 7].

The third group of definitions includes hiding reality as one of the main functions:

S.Lawrence defines it as follows: “euphemism is a form of word expressing (for some reasons) softening or hiding or more polite idea” [66, 81];

J.Neamman and K.Silver define it as follows: “euphemism is a phrase substituted by hiding the reality, not humiliating or pleasant term instead of humiliating, incorrect term” [68, 15].

Summing up the above mentioned we come to a conclusion that a euphemism has three functions:

1. softening unpleasant or rude word for a speaker.

Thereby, a speaker evaluated a speech subject and a correct phrase is accepted by him as rudeness, severity or impoliteness.

2. softening a rude or unpleasant name for a counterpart.

It emerges on the basis of context or speech conditions.

3. hiding the reality.

Therefore, a speaker chooses some phrases and words softening not only unacceptable words and phrases, but also hiding the content of the event. In our opinion, while defining euphemisms all its functions should be considered. Thereby, euphemisms studied in our research can be defined as follows: euphemism is a substitution of banned or impolite words or phrases with a concrete word or a phrase aiming at avoiding negative feelings of a speaker or an interlocutor.

Euphemisms are widely used in all languages. Euphemisms substitute not only impolite and rude words, but also unpleasant situation during a conversation.



Thereby, for example, let's consider the term “politically correct” widely used in all mass media. In fact, this phrase is not considered a euphemism, but what stands beyond its meaning is regarded a euphemism.

In mass media instead of many rude and impolite words and phrases euphemistic words and phrases are used and they constitute an inseparable part of news vocabulary: to destroy one's life – to take one's life; uncontrolled market prices – liberation of prices etc. In English mass media one can often come across with a similar situation: starvation – undernourishment (euphemism); war – conflict (euphemism); crisis – depression (euphemism).

According to the results of our research, this type euphemisms can be classified as follows:

1. Age. Of course, most of the euphemisms sometimes substitute the word “old” which is considered impolite: mature, senior, advanced in years. When speaking about a woman's age the use of these euphemisms can be understood. However, a man's age is always regarded proud, but nowadays this notion in relation to men is also considered impolite.

2. Mental and physical possibilities, appearance. Any deviation from a norm can be expressed by a euphemism: blind – unseeing (euphemism); invalid–disabled (euphemism), handicapped; fat – overweight (euphemism); mad – mentally sick (euphemism).

3. Race and national identity. In the USA and many European countries it is not acceptable to name some races and nations. Modern ideology bans the words like “nigger” and offers to use the phrases “black” (male and female) or polite form “Afro-American” instead.

Is the use of the words denoting racism unacceptable and abusing in many countries, especially in the USA? In order to answer this question it is necessary to consider USA president Barack Obama's one of the radio interviews: The trouble with 'acceptable' language [82].

As it is seen from the text, USA president Barack Obama emphasized the

word "N-word" (nigger) in his interview that USA still face the problem of racism. In the text of the interview instead of the word "nigger" the phrases like "black people", "racial minorities", "black Americans", "African-American" are used in the text of the news" [82].

The phrase "nigger" is also accepted as "a term of abuse". He noted in his speech that "Racism, we are not cured of it. And it's not just a matter of it not being polite to say nigger in public." The president's severe attitude to this issue means that this issue still remains unsolved.

It is noted that the USA president held his radio interview one day after South Carolina shooting and the police suppose that race issues caused this incident.

In his speech the president also mentioned "sex minorities". In his speech "sex minorities" are named as follows: "gay man", "queer", "female sex freedom", "slut walk", "heterosexuals" [82]. It is also should be noted that instead of "gay man" the term "queer" is used four times.

Although Barack Obama humiliated the Jewish population in his speech. While speaking about Jewish mothers he used the metaphoric expression "to crack a joke": "...It's why Jewish comedians can get plenty of laughs as they poke fun at those much-maligned Jewish mothers - but why those same jokes might be construed as anti-Semitic if told by a non-Jew...[82]. As this issue is very gracious and unacceptable, the phraseological euphemism "to navigate a clear path around such sensitive issue" is used in the article. Though Barack Obama is very careful about the issue of racism, we think that he is also very careful about this issue.

The euphemisms used for the Latin American population of the USA mostly attract attention. Thereby, the word Hispanics naming all Latin American population was rarely used in daily speech before because it sometimes expressed a word with a negative meaning. It is not a secret that Latin American population was the worst who adapted in USA and consequently they always do low income work and do not develop. All this starvation and failure stands behind the word "Hispanics". Now instead of the word "Hispanics" Latino and Latina (men and women) are used,

Chicano and Chicana (men and women) are preferred to use for Latin Americans of Mexican origin.

4. Social and financial condition. Certainly starvation is not considered a shortcoming, but this situation always threatens the people living in rich countries. It is not surprising that the words “poor”, “starvation” are especially substituted for euphemisms even in television: not socially supported layer of population, not financially supported population and similarly in English the word “poor” is often substituted by euphemisms in mass media: the needy, penniless, (socially) deprived, a low-income family etc.

5. Profession. This group of euphemisms include interesting phenomena that came from Europe. Before collapsing SSSR no one could think about the prestige of any profession. Everyone worked and felt proud of honest earning money. At the beginning of the 1990s the names of professions began to be substituted by the names borrowed from Europe. At present the word “manager” is used in most city professions. There exists the profession “top-manager” in oil companies which is also used in shops where a person “manager” is responsible to sorting the products on the shelves of the shop.

The titles of professions of a lot of people working as an observer (for both sexes) is substituted with a more fashionable word “security”. In Western countries (especially in the USA) the names of more important, but not respected professions are substituted in order to make sound them more respectful: “garbage collector–sanitation man (engineer)” [104].

6. Terms, especially medical terms. Medical terms are used for those who have no any relation to medicine. In order not to harm a listener instead of severe medical words euphemisms are used: “insane asylum – mental home, mental hospital, mental health clinic (euphemisms); terminal Home – hospice (euphemism) etc” [104].

Euphemism is a very interesting linguo-cultural phenomenon attracting the attention of both experts and language bearers.

- Euphemism used for denoting (naming) “arse” (or back):

The word “back” is similar to a rather accepted word “butt”. The word “arse” in American English used to be a euphemism for “ass”, but at present it is considered a humiliating word.

In English speaking countries the theme “death” is also considered a taboo. Instead of the verb to die the following euphemisms are preferred: to de cease, to pass away, to join the majority (better, silent) [104]. The main humorist and widely used phrase in English like “to kick the bucket” also belongs to this category . In English the word “dead” is also substituted with other ones – the deceased, the late (mørhum). The phrase “Dead man” is rarely met in the thrillers.

In our daily life we widely use euphemistic phrases because original words are sometimes considered inappropriate: "pregnant –expecting a baby, in a delicate condition, in a certain position, bagged, eating for two" [104].

It is important to speak about polite words denoting the habitual conditions of women, for example "aunt visit".

The four letter words in English, swear words belong to this class (ingilis four-letter words). The four letter words in English like fuck have only one syllabus.

The word comprised of four letters, such as “arse, cock, cunt, damn, fuck, piss, shit and twat, dick, knob, crap” [104] also belong to taboos.

The phrase “The God’s acre” which is used in the meaning of cemetery in English is coined from German “der Gottesacer” which is used in the same meaning (in Latin “pagare deditum” means “to die”).

It should be noted that while comparing similar meanings of euphemisms in different languages, we can see common and different features, in some cases complete or incomplete lexical and semantic equivalents. Especially, it is about the words with large semantics. However, in other cases, the similarity in the meanings of some euphemisms in different language coincides. An English phrase “in the straw” according to its etymology is connected with this tradition which is used in the meaning “pregnant”. Thereby, in order cars passing on the road not to disturb a

pregnant woman people used to assemble straw in front of her house.

## **1.2. Euphemisms and disphemisms. Taboo**

In literature some euphemisms are called occasional by mistake. It is more purposeful to call them “occasional” or “rarely used ones”. While speaking about euphemisms taboo should also be mentioned either. For some reasons some words that are banned and got out of use are called taboos. Taboo is a Polynesian word and appeared in European languages at the end of the XVIII century; its first meaning is “far” or “remote”.

The emergence of a taboo is thought to have been in many previous years of human society. Among the taboo words, first of all, animal names take a special place. Along with these statements, it would also be possible to talk about moral taboos. Moral taboos have the form of acting and communication in the process of speech. The mood of ethics is mainly related to legal, ethnographic charts. For example, according to moral norms, nobody should call a woman from a distance and should not call her name loudly, or it would not be right to name the female tribe among men.

According to past ethical norms, men could not even name the names of their children. There is such a custom in Eastern nations. The bride should not name her husband beside her parents. It's both morally and ethnographic.

Thus, euphemism is often given in linguistic literature as well as taboo, even under a headline, and is described as taboo. Was taboo antonym with the natural euphemism? It seems that the evolutionists make an antonym of taboo. Because, in our opinion, "a promise that is not forbidden" is used. However, the subject or event expressed by taboo and evolutionism is the same. They are more synonyms, than antonyms. In some cases, euphemisms replace taboo words. This kind of substitution

causes synonymic variants.

Speaking of the substitute function of euphemisms, V.P.Moskvin notes: "Euphemism is a part of the methods and means of deliberate non-fulfillment of speech requirements. The list of such claims (self-denial and self-defeating) has yet to arise in the ancient times. The key qualities of speech consist of honesty, unanimity, logic, clarity, accuracy, harmony, beauty, shortness, conformity, vainness" [44, 17].

The key role in the honest expression and systematization of the rules of communication relates to P.Greys and C. Litchia, the experts in the theory of speech. They correctly express the principles of postulate and speech communication.

According to P.Greys, the principle called "principle of cooperation" consists of the requirements that depend on the purpose and direction of the communication. This principle divides the postulates into four categories:

- 1) quantitative (to give testimony);
- 2) quality (information should not be false);
- 3) relevance (the expression should refer to the essence of the conversation);
- 4) Method (expression must be brief and unambiguous)" [60, pp.222-223]

A more important principle of regulating relations during speech is the principle of courtesy given by C. Lorens.

This principle consists of six postulates:

- 1) tact (waiting for the interests of another party);
- 2) generosity (adherence to the minimum of self-esteem);
- 3) definition (reduce the number of negative evaluation);
- 4) modesty (often reprimand and less praise);
- 5) consent (reaching maximum agreement between himself and others);
- 6) sympathy (to maximize people's sympathy) [66, 27].

If it violates or does not comply with communication requirements, it leads to misunderstanding, misunderstandings, duplicity and other shortcomings. The reason for this can be a fraudulent communication purpose (lie, condemnation, insult, etc.), excessive courtesy, fear for sanctions against the correct and negative information,

etc. At the same time, a communicator may be justified if the purpose of communication is to reach the goal of communication only in the absence of fulfilling the requirements.

Euphemism refers to the violation of the requirements for speech. While complying with the global principle of cooperation, some of the postulates of Grayson, i.e., quality postulates (Methods of Incorrect Sayings), method category postulates (avoiding unexpected expressions, "unwittingly dismissing") [60, pp.22-23] improve the speech in accordance with the intended purpose of communication.

The uncertainty arising from the process of euphemism is thought to be premature, and ultimately a communicative purpose, that is, a softening of the unpleasant and rough expression for the speaker.

Euphemistic phenomena is a part of language universalism, an integral component of the communication process, and one of the key tools for conflictless and useful communication.

The roots of modern euphemisms go back to ancient times. Evil spirit is closely related to the subject matter learned by ethnographers.

I. Sheygal writes: "Taboo" is a word of polynesian origin, which means a violation of a ban on certain behaviors" [71, 54]. Ancient taboos were related to various aspects of their daily life: eating, sickness, weddings, marches, rural work, and other types of human activity.

Unlike usual lexicon, euphemisms are too sensitive to the public assessment of "courtesy" and "disorderly" ones. Changes in the history of euphemistic status are related to this: if one generation considers the euphemism title successful, the next generation recognizes that euphemistic name as an unacceptable rash that requires evaporation. For example, let's compare the words of garcia and elephant from the French language: in the ancient times, the term "son" was closely followed by the word "prostitute", but later replaced by the word "fille" and used again as "euphemism" and is currently considered obscene lexicon. Let's take a look at the Slavic expressions of this meaning at a similar date: in Russian, "kurva" was first

used as a "chicken", and later began to be used as euphemistic substitute of rough words, a light-nosed woman. "And then began to be used as a" light-nosed female").

Euphemism is linked to other means of speech, property, or peripheral means of duplicating, such as duplication, as a litho (without doubt) or denial of denial (I do not think you are straightforward - let's compare: In my opinion, ), speech subject, movement, process and so on. like meosis as a means of expression based on a deliberate reduction of intensity of properties.

Euphemistic process is closely related to nomination, which constitutes one of the human speech activities (the other two are precedence and estimation). For ethical, psychological or other reasons, objects need to be evaporated; Renewal of nominations again needs to cover and soften what is considered rude and disrespectful in the cultural community.

Euphemism has its own peculiarities. These features are evident in the linguistic essence of euphemisms, as well as the themes exposed to evaporation. This process is also reflected in the use of euphemisms and the types and means of language.

In a different social environment, the terms "courtesy" and "obscene" should be used as secret or evpetic expressions. In this case, on the one hand, the difference between the literary language carriers is remarkable, and on the other hand, the local dialect, city pole, social slang are used as the only communicative tool. For example, dialectologists have long been saying that dialectic carriers use expressive and nomadic functions of particular words and expressions about anatomy and human physiology, some objects, motion, and status and gender relations. However, it would be wrong to say that the speech does not need absolute necessity in the evolution of speech. Instead, there are advanced 'microsystems' of lexical means that serve the euohemistic expressions of objects, process, and featured in local dialects and folklore.

A dialectic carriers of the dialysis and the follicles call for hyperhistoric expression when using epileptic drugs. In T.V. Jerebilo's dictionary of linguistic



terminology, under the term hypercorrection, "the areas in which language rules are spread are understood to mean that these rules are not used" [105]. Euphemistic change is exposed to words and expressions that are not regarded as obscene or rude in the social layer. Thus, some carriers of the modern Russian language abandon the word "sorted," "woman" is used instead of "wife" and so on.

Euphemisms fulfill special functions in social slang. The most important point here is to conceal and cover the essence of meaning; Sometimes it is observed with the word game, joke, and the elements of the calumny: « academy, garden house, resort - camp, instead of "handcuffs" in prison, "bracelets" [104] are used.

In the written text, euphemism is often given in the quotation marks and is characterized by various types of metadata. The writer may "open" the euphemism and give it a straight line in parallel. In many newspapers, "the stabilization of daily commodity prices, the rise in prices under favorable terms"; "Replacement is a principle of mutual attitudes in diplomacy"; "The term" peace-loving operations" are often used as a softened synonym for the word "war"; "This is the most terrible weapon - biological. It is simply called unusual"; "Unacceptable methods of investigation are used against him," [104] i.e. expressions such as tattoos.

Euphemism allows one to speak one of the styles of a language and to change its speech depending on the circumstances of the communication, and, if necessary, to conceal and curtail its intentions, and also deny the communicative conflicts that make certain things, movements and quality straight.

Many researchers (for example, Senichkina E.P.) choose several factors in the case of euphemisms, as well as social factors. We agree with the idea of the use of euphemisms on the socially acceptable motives. There are several reasons to talk about the social condition of euphemisms: - human language is a means of communication, it has social nature - human being and its inner world are social, i.e. social-oriented and socially conventional - psychological mechanism of euphemism substitution activates during communication - choice depends on the state of communication.

We do not think it is necessary to approve the thesis about humanity and its inner world. Moreover, modern anthropologists believe that the main role in transforming monkey into human beings is not labor, but social relationships. This is confirmed by the study of the intellect of modern monkeys. Consciousness and speech have been developed as an effective exchange tool with other tribal members in our ancestors.

Some scientists believe that the size of the brain depends on the size of the group because the analysis of factors that can stimulate the development of the brain showed that more important correlation appears between the size of the brain and the size of the social group, rather than the ability to seek nutrition. The size of the brain is poorly correlated with other non-social factors. Its size can be easily described by the size of the social group, the greater the number of people are needed to communicate, the more people are required to suffer, the tensions in conflict bring about the development of personality and the understanding of reality.

With regard to the social essence of euphemisms, it should be noted that the selection of expressive means, as well as the selection of human euphemisms during communication, is conditioned by social factors. L.P. Krysin states: "While speaking about the topic of euphemism, the researcher has to involve a language, consciousness and communication here: The analysis has involved not only euphemistic expressions, but also the social and linguistic background needed in euphemisms" [40, pp.28-34]. Factors include the state of communication, the social class, the role and status of the speakers, and their sexuality. The variability of the language that can be described in two parallel (strategic and situational) are dependent on social conditions. Strategic variability reflects the social layer structure of society. The use of words and expressions is based on a social class.

Although this is a cultural feature, it has its own characteristics in various historical moments. Affiliation to a particular class affects people's consciousness and behavior, as well as their language. According to V.Moskvy's research, some intellectual Russian writers have often come across with topics requiring

euphemisms. They belong to A.S. Pushkin and others. But other writers do not have issues requiring euphemisms. The use of language tools in the social-political life as examples of dependence on the social class can be reflected in the language.

Language events have been analyzed depending on their affiliation with any class, their genesis has been studied, and which class they serve. Earlier language phenomena and trends are then progressive if they justify the interests of the working class. That's why the language's planned construction and its rationalization are the simplification of the literary language. Rationalization of the language is a tendency to consciously monitor the development of its laws of development.

The reason for these trends is the development of life-long learning, the introduction of intermediate words and dialects in literary language, and the broad development of the lexical system related to the occurrence of abbreviations. Social class is considered to be a large group of people with the same socio-economic status as income, education, wealth and superior social strata or social-strategic system.

Undoubtedly, the higher the social class is, the more people are educated and express their ideas using "good" words. Nevertheless, V.J.Jelves does not accept this idea and notes: "The use of the dictated dictionary can not be partly or completely taken into account in any class of society, as well as the most educated political figures, scholars, artists, and others. Good examples can be found in memoirs, in literature, in letters, and in more detail" [31, 50]. "To swear like a lord" [104] expression refers to the tendency of the elite not to abstain from the proper phrase. Researchers often note that the use of euphemisms is common to the middle class of society. The reason for this is the social status of the elite, which is regarded as a task (service) and stands at the very top of the hierarchical staircase to try not to use hypersurface expressions to remove its status.

Middle-class representatives use every opportunity to improve their social status by using mildly manipulative statements in their speeches. For example, school teachers (middle-class) use a large number of euphemisms with their students. R. W. Holder's Euphemism Dictionary has two thematic groups: "Education" and "Low

Intelligence". Some of the widespread euphemisms of the thematic group were: develop mentally challenged, underachiever, academically subnormal, and unequivocally unqualified.

Hyperactive pronunciation is typical for the middle class of low levels. For example, I desire to buy instead of I should like to buy; Will you accord me permission instead of Will you let me. V.P.Moskvin believes that "for the lower class of social speaking, there is almost no lexical or thematic ban. However, they do not accept the means of euphemisms they use or are too squeezing" [42, pp. 58-70].

Hence, ignorant people do not use euphemism. The idea of propagation of euphemisms via "non-authoritative socioscience" is useful here: the structure and use of the figurative speech require some speech culture and mental development. Nevertheless, there are a number of evidences of the use of euphemisms by low social figures. B.A. Serebrennikov gives the following examples: screw cutting - jerk from the prison, hitting a slinger - killing someone from the revolver and so on. The thief's slang is inherently sinful and rough euphemisms, which try to conceal the various offenses of the murder. Some scholars believe that euphemisms are common to all language styles and are used by all social groups (Senchinkina E.P., Kasev A.A., Krisin L.P.). Let's see how the social role influences the choice of euphemism. As mentioned above, the situational rate of the language is a reflection of the socially-conditioned relationship between the participants of a communicative act.

When we say a role, we understand the rules of behavior of a stable template consisting of the person's movements, feelings and thoughts. Role behavior is the behavior of a person who takes a certain social position, depending on the expectations of people. They are built according to rules and have boundaries: the actor has a certain degree of freedom in his actions. For example, the role of a parent, officer, passenger, and others can be talked about, but not the role of human beings in general, on the one hand, the role of a human being, on the other hand, is neither the general feature nor the only specific characteristic, internal behavior that does not allow the system to emerge. It is possible to assume that in certain roles people use a

certain degree of euphemisms. For example, in the conversation with the management, the professional representative uses more euphemisms than in his conversation with his wife.

Concerning the role relationship, D.A.Shteling notes: "The most important determinant of the role relationship consists of a complex of regular social and demographic features, which in turn, undermine individuality" [52, pp.15-20]. So, it depends on the position, law, duty, reputation and liberties. The social status is reflected in the social distance between the participants of the communication, i.e. the eradication of individual characteristics of the person holding a certain social position and the actualization of unequal relationships between communication participants. Social status exists in every society that differentiates people in the social process; it can be upgraded and reduced; a person may have the status of communicating with other people who know his location and communicate with him in a certain way.

Even the low status is very important. Its absence is depriving everyone of the rights in the public domain. Having a status allows a person to expect and demand a certain attitude from other people. Speech is considered one of the most important features and indices of a person's social status (including clothing, life, behavior, and time).

The status of the speech status is based on the pronunciation, vocabulary and normative grammar rules used by different groups of population. A well-educated man, male and female, adult and child's specific features are selected from their native-speaking, broad or limited speech code.

It is also characterized by a non-authoritative status an indicator in the English-speaking society. In many cases, Americans tend to embellish and hide their non-professional professions, and they are thinking of new names (euphemistic names): "mortician (instead of undertaker), beautician (instead of hairdresser), exterminating engineer (instead of rat-catcher), tree-surgeons (instead of tree trimmers), landscape-architects (instead of gardeners)" [104]. Among the names of different businesses, the popularity of euphemistic names belong to a social status:

any college (vocational school or technical school) is eager to get a university name. Instead of a simple shop, it is preferable to use the word store, instead of jail - house of detention. The second-hand, readymade, with lower social status, has completely disappeared, and replaced them with “ready-tailored, ready-to-wear, slightly-second” [104] euphemisms.

Used car merchants are partners in the euphemistic transformation. They call their goods reconditioned, rebuilt, repossessed (they lose their own euphemistic potential when translating these English equivalents). The first class seats are called first class, and the cheapest ones are called the standard. There is no cheap word in advertisement, as it is risky to contact the cheapest: buyers may consider themselves as poor or pessimistic. More inexpensive, reasonably priced, or artificial words are used escaping from the use of the small words, and so on. When talking about the shoes and its slats, the phrase “leather soles” is used (plain name) and this means “expensive shoes”. The cheaper shoes are called man-made soles (figurative name).

In a relatively stable society, the status can be defined not only clearly, but also according to a number of well-established procedures. As for the rights and responsibilities in a changing society, there is less consensus among the different people, and the development paths are less clear. When talking about the impact of the communication position on the choice of expressive means, we are primarily based on the conformity of the speech to a particular communication situation. The proper assessment of the occasional situation and the compatibility of speech tools are complicated and depend on the difference of communication participants.

The communication situation can be both symmetrical and asymmetric. Using asynchronous names in an asymmetric condition may be unpleasant. Thus, euphemisms are used as "top to bottom", for example, if the status and authority of the leader and subordinates are higher, he may have freedom in his speech and may not use euphemistic expressions.

Though there are a lot of examples belonging to the use of euphemisms from the top to bottom. Administrative workers usually use euphemisms in order to soften

an unpleasant situation in relation to their employers. The phrase career change - dismissal, to sack, to be fired from employment can serve vivid examples. L.P.Krisin speaking about the use of euphemisms regarding the situation notes that “the more severe a social control over the situation is, the more possible the emergence of new euphemisms. And, on the contrary, denotative phrases and disphemisms are used in little controlled speech situation and high automatized speech” [38, 37].

Speaking about social aspects of euphemisms, it should be noted that it depends on the sex of a person. Regarding sexual feature social stratification is rather vivid. “Gender” and “Gender stratification” terms appeared. In many cases sex and gender are used synonymously, the difference of them is that the first one is biological, the second one is social, cultural and psychological factor.

According to some sociologists' opinion (Leandsy L., Beech S.), “sex is an ascribed status because a person is born with it, gender is an achieved status because it has to be learned. Thereby, the scholars are sure that while growing a man acquires social models of his sex” [67, 314].

O.Jespersen notes women's tendency to use a lot of euphemisms. In his work “Language. Its nature, development and origin” women speech behavior features and the influence on the development of a languages are paid much attention: “Women exercise a great universal influence on linguistic development through their instinctive shrinking from coarse and gross expressions and their preference for refined and veiled and indirect expressions in certain spheres”. The scholar suggests that many euphemisms are formed by women: “such euphemistic substitutes for a simple word ‘hell as ‘the other place, ‘a very hot or a very uncomfortable place originated with women” [30, 246].

P.Tradgil notes that “women use the most respectful language variants (here we consider the use of phrases deprived of rudeness, polite and rhetoric euphemisms). According to the scholar, their use is explained by social status important for women. She considers these reasons because a woman brings up a child, teaches a child culture by speech norms. It can be concluded that women use these language means

in order to highlight their social status. Men are distinguished by their acts, women – by their appearance and speech” [72, 57].

However, one of the representatives of feminist movement Lakoff Robin criticizes this point of view. She write about it in her book that “women became the victims of language discrimination for two reasons: ‘in the way they are taught to use the language and in the way general language treats them” [64, 4].

Therefore, language feature of women are connected with their traditional upbringing, the girls are thought to have a modest, polite and soft speech. But sometimes external modesty does not suit internal situation. The thought about the women's special attitude to a language in a modern language reflects most scientists women's opinions.

It is supposed that in modern language women are undergone discrimination because all grammatical and lexical forms belong to males (language, thought and communication). This fact shows the dominance of men in society.

Class and gender belonging doubtlessly influence on th use of euphemisms. For example, lately in the social network (Facebook) the euphemisms describing sexual minorities are often used. Founder of Facebook social network Mark Tsukerberg created “Rainbow Flag” in support for sexual minorities. Let's consider the text of the interview he gave for BBC: Who came out against Facebook's rainbow flags? [83].

As it is seen from the text of a news, a number of interesting and modern phraseological euphemisms prevail. One of them is in the article headline “Facebook's rainbow flags” [83]. As we know, founder of Facebook network Mark Tsukerberg demonstrated in his Facebook profile “the many-colored rainbow flag” in order to protect the rights of sexual minorities and to support them. From this combination (Facebook's rainbow flags) other euphemistic phrases emerged, such as: rainbow motif, rainbow world, multi-colored pics in the text [83].

In connection with this issue we can see a lot of euphemistic phrases describing the same-sex marriage and their interests: "pro-gay marriage, the same-sex



marriage, gay marriage, transsexual activists, gay pride parade" [83].

However, such "coloring" was accepted by Russia and Arabic countries differently. In fact, it was accepted aggressively. Another combination describing sexual minorities in the text is "the rainbow world". In this case in the speech of social network users one can come across a number of disphemistic and severe phrases: homosexuality, to oppose legalizing the same-sex marriage, "I'm not a homophobe!", etc. In the speech of Arabic users we can see not only rude, but also abusing words (disphemisms), for example: "Damn you and your marriage." The users were shocked by the news about sexual minorities in social networks. It caused the emergence of euphemistic word combination "to blame a weekend storm on users".

Therefore, communication situation is a main factor determining the choice of speech means. As it is seen from our study, there is no person speaking only one style or one way. Apart from others, some informants have a great variety of styles and ways, but according to the analysis, every speaker changing social context and topic demonstrates some linguistic varieties. Similar to this opinion, it should be noted that in a concrete situation the named social factors for the choice of expressive means are not enough considered. In this case it is important to consider the variety connected with personal features of a speaker and a listener: age, health, past personal taste. Thereby, the following factors influence on the use of speech varieties and euphemisms: social class, social role, social status, social situation, sexual belonging.

Today, advertising penetrates practically all spheres of human life: everything from the toilet paper to the car is advertised. Of course, simply showing a product of excellent quality is not enough. Overload of perception due to constantly updated information in the absence of a significant difference between the same types of goods within a separate product category leads to a sharply negative attitude of consumers towards advertising. In these conditions, the advertiser is forced to look for more sophisticated ways of influencing the buying behavior. It is necessary to attract the attention of a potential client, which is called "hook". The task is

complicated if the object of advertising is a product that is not spoken about in a cultural society, such as a remedy for diarrhea, etc. In other words, one has to bypass the taboo.

Under the taboo is understood the socio-cultural ban accepted in society, on any actions or words. In my opinion, taboo in its modern sense is more closely connected with the norms of etiquette and speech behavior. Punishment in cases of violation of taboos is limited only by public censure. Advertising not only successfully bypasses taboos, using a variety of language techniques, but also specifically introduces a taboo to attract attention. Despite the fact that numerous works in linguistic literature and other fields of human knowledge (ethnography, ethnolinguistics, cultural studies) are devoted to the issues of euphemistic renaming, many of them have not yet received a clear interpretation, which is explained by the complex and multifaceted nature of the subject matter under consideration. In the vast majority of cases, thematic and verbal taboos lead to euphemia.

Euphemism is used to refer to communicative lexical substitutions caused by the euphemism of speech and received a new meaning. One of the most important topics is taboo. "Taboo" - a word of Polynesian origin, penetrated into European languages at the end of the XVIII century. Following linguistic definitions, the word taboo initially included two diametrically opposite mutually exclusive values. On the one hand, it is something from which they tried to distance themselves, to walk away, which concealed a certain ominous beginning, served as a curse, and predetermined a real danger to man. On the other hand, the word "taboo" acquires additional semantic chains with a pronounced tinge of positive appraisal: "wholly dedicated", "marked", "sacred". The common elements for this concept are the values "inviolable", "forbidden".

In the aggregate, the word "taboo" means a prohibition that is extended to objects, actions, words and gestures. According to some researchers, the term "taboo" is applicable only with respect to prohibitions imposed on various words among primitive peoples. With the weakening of naive religious beliefs and the development

of human consciousness, the taboo's influence on words and actions is limited. Other researchers note a steady tendency to preserve the gaps in individual words or groups of words in modern society, while also pointing to a change in the nature of restrictions with the development of civilization. With this approach, the term "taboo" expands the scope of semantic content, acquiring the meaning of the prohibition, extended to objects, actions, words and gestures, characteristic not only for the early stages of the formation of human consciousness, but also for more recent stages in the development of civilization .

## **II CHAPTER**

### **THE ANALYSIS OF FUNCTIONAL ASPECTS OF PHRASEOLOGICAL EUPHEMISMS IN MODERN ENGLISH**

#### **2.1. Euphemisms and dysphemisms used in news and media**

This chapter presents the basic parameters of the pragmalinguistic theory and the specific features of the newspaper texts as the functional-styled object of research that forms the theoretical basis of our study.

Typically, euphemism and dysphemism are studied by stylistics: euphemism is more polite and gentle, and dysphemism is ridiculous, rude and unkempt .

In Lexicology, euphemism and dysphemism are regarded as synonyms of these nominations. It comes from the fact that euphemisms are the same meaningful values, namely taboo words. They are designated as a primary type of synonymy. Understanding the synonymy of euphemism and dysphemism by a speaker is one of the main criteria for determining this case. The place of euphemism and dysphemism in the lexical layer of a language is differently defined by linguists.

First of all, euphemism is considered a part of a ready-made vocabulary lexicon unit or language system that has been always performed by language carriers for curative pragmatism and has been cited in the dictionaries. In the modern era it is believed that it is wrong to consider euphemism as a certain lexical group. Euphemism (and dysphemism) is not a special feature of speech, so it is difficult to talk about euphemism or dysphemism as a specific lexicon. A.D. Shveyser is more than honest to say that "it is a particular method or strategy of words that are a part of a broader communicative strategy" [51, 47].

The semantic aspect of euphemisms has been studied in a number of studies by modern researchers. The study of the semantics of dysphemisms has not been a subject of special research, but there are a number of studies on the lexical-semantic

aspects of the presentation of negative emotions that form the basis of dysphemism. From the traditional semantic point of view, euphemisms are more favorable conjoint words, created by the ameliorative association, but dysphemism is a connotative word created by the pseudo-associative. In our study, the association refers to the "informative file (information) consisting of keyword nominations which are actualized in a specific speech communication stage in the mind of a speaker in the theory of speech communication" [106].

A modern study of euphemisms and dysphemisms is based on cognitive semantics, which allows seeing the peculiarities of mental processes that are evident in speech level. Using the terminological apparatus of the cognitive theory given by R. Langacker, it is possible to note several dimensions of the image, that is, the mental mechanisms employed by the speaker when creating the euphemistic substitution. This is the level of concrete (to use the bath, something stronger), second-rate activation (to go before the God's throne), the cognitive structure of the precedence (to give up the ghost, God called somebody away). Conceptual analysis of English language euphemisms allows you to discover a number of conceptual metaphors that exist in the mind of the linguistic community and determine the origin of the euphemistic nomination. For example: "Life is a journey" [104].

The study of pragmatic properties has become clear that the use of euphemisms is based on the following pragmatic principles: the principle of courtesy, the principle of the taboo, the principle of decisive influence, and the secrecy of certain action from the point of view of pragmatic structure. K. Allan and K. Berick note: "To grasp and mitigate potentially offensive acts can lead to the use of subtle euphemisms, and the need for speech to be harmed by one of the communicants implies the use of dysphemism." [53, 250]

Dysphemisms are used to perform offensive acts that are not performed in a straightforward manner. According to the kindness shown by R. Lakoff, courtesy, insincere, and rough behavior characterize rough behavior based on dysphemism (more precisely, two types - strategic and ironic rudeness). This is explained by the

fact that a speaker understands beforehand that his statement will be accepted roughly, but he is unwittingly aware of the gentle form of the expected expression.

The neutral or polite nomination of addressing in the form of rough expression in the use of expression is a discrepancy between disphemisms and stronger emotionally expressive expression and allows it to be attributed to one of the linguistic markers of rough behavior. This incompatibility shocks the pragmatic effect, which is obtained by the help of disphemia, the polar effect. Disphemia can not be conceived by those who speak or because of the loss of emotional control over speech behavior can cause disphemisms. In this context, the use of intentional substitution is considered to be one of the ways to make the communication more emotional and effective.

The concept of euphemia and disphemia in the research is based on the concept of paraphrasing as a member of the linguistic dichotomy, as well as the cognitive component of the essential and final names (euphemisms and disphemisms). The change takes place at the level of the pragmatic component of meaning. The discrepancy of orthography and disphemia proves that they are reflected in the axis of emotionally-meaning: euphemisms are positive, and disphemisms are negative.

Thus, the pragmatism of the use of these units is also contradictory: Euphemism neutralizes the negative pragmatism that the speaker predicts, softens the expression, and dysphemism, by contrast, adds a negative pragmatic effect to surprise. The pragmatic criterion is crucial to determining a lexical unit such as euphemism and dysphemism. In this case, the analysis of the communicative intentions, in particular the communicative purpose, is more reliable.

Thus, euphemism is used as a softening pragmatic effect and is defined as a lexical unit created by the paraphrase of the speaker in a particular speech situation (the basic name). Disphemism is a paraphrased lexicon that helps to strengthen the negative pragmatic effect.

Evidently, euphemisms and disphemisms make it possible to distinguish

between other events. A.M.Kasev notes: "It is necessary to distinguish euphemisms from taboos, in some cases, despite the negative denotation of the taboo, there is also associative meliora such as evfemism-slangism" [35, pp.134-141]

Thus, negative phrases used to neutralize the negative pragmatic effect of the latter include paraphrasing and slang words used in the euphemisms for softening function. For example: the little house, aunt's closet - toilet; to put to sleep instead of to kill; to step into one of the last bus, go to Burton, to go west instead of die; curtains - death; Charley, to be for the birds - stupid and so on.

The slang expressions used to soften the expression and not to hide content are unusual, but used by the speaker to make the expression more expressive.

Although dispemisms are rude statements, there is a problem of distinguishing between vulgarism and taboos, the main criterion of differentiation is the communicative purpose of these units. According to Galerina, "the use of slangs and vulgarisms has become accustomed to, and the speaker does not think what they are saying or uses them to imitate the notion that they are too formal" [27, 77], and dispemism is used to have a more lenient name of the same denotation according to the situation. Vulgarism strengthens the negative pragmatic effect.

Newspaper text is considered as the style of the newspaper and an independent style in the general hierarchy of functional styles. In the research case, the newspaper text is considered as generalized text that incorporates a separate subtitle with different functions: informative, analytical, publicistic and advertising texts are determined from the unity of these. Evaluation of euphemism and dyispemisms in the text of the newspaper is realized with the help of real-life phases taking into account all the parameters of its creation and use and features of the cognitive processes accompanying the discourse and its perception.

Given the quantitative relationship between key and final names, all types of euphemistic and dispemistic substitution are composed of three parts: enlargement, shortening and equivalent replacement.

Disclosure is considered to be a wider range of euphemisms and dispemisms

since the change in the formal structure leads to semantic changes which, on the one hand, creates a softened effect, on the one hand, boosts the negative. As a result of the expansion, euphemisms require the understanding of two or more words, since this process weakens the process of actualization of the entire expression and the meaning of the negative denotation. If the expression consists of neutral or positive words (e.g. freedom fighter), the recipient's consciousness evades from the negative (terrorist) and eventually neutralizes the negative pragmatical effect accompanying the use of the underlying name.

Expanding the final name becomes disphemia and other emotions of the addressee emerge: the enlargement enables the addressee to empower the exposure by incorporating additional negative words into the final name.

In the case of abbreviations, one can argue that the multi-component key name is substituted by a smaller number of constituent elements or consists of the abbreviated or aggregate of the primary name. It is observed in some euphemisms: “mafia-style killings - termination, terrorist attack in the USA - September 11” [104].

Abbreviation is not a productive procedure for the formation of disphemia, such examples are not observed and are less productive compared to the euphemisms used in the newspaper texts. It is possible to conceal or mitigate the tragic or unpleasant use of the human language's excess of the language's means of interpersonal psychology, while focusing attention on all the expressions in order to avoid the negative denotation.

Nevertheless, there are quite a few examples of the final nomination, that is, the abbreviations of euphemisms: S & M sex, my aids "pro" and so on. This specific type of shortening takes an active part in the formation of euphemisms because one of the main reasons for the existence of abbreviations in language consists of the principles of euphemism and taboo which stimulates the formation of a cryptic, ethical, psychological or aesthetic shortening of the speaker.

During the equivalent substitution, the main and final names are arranged, the number of partial pieces does not change or nearly coincides. This means that



substitution occurs according to one of the two schemes: the word (the primary name) - word (final name) (e.g. euphemisms: “to - kill - to end; disphemisms: meal - grub, parents - wrinklies, etc.); synonym (main name) - - syndication, sentence (final name) (e.g. euphemisms: aggressive inspections - passive monitoring; in prison - behind the bars; dementia: love story - a tawdry backstreet affair; verbal diarrhea) [104].

Newspaper texts use certain lexical units that can be grouped according to their general semantic characteristics as euphemistic and disphemistic substitution. The overall emotional-tone characteristic of this study is more relevant. As we know, in a number of words, the positive and negative player is always a semantic component of the word; let's compare: “chic, excellent, spectacular (“+”), ugly, bad, unpleasant (“-”)” [104]. A number of features have been revealed as a result of semantic analysis of euphemisms and disphemisms. The use of common semantic words for the nominative name prevails because the coding of their meanings is primarily for the result of a positive convention in the language system, but the definition of a specific contextual meaning of the entire expression occurs from the prism of this mood, and its peculiarity is the most pleasing and softening associations.

Euphemism as broadly referenced lexical units are often used (affair, action, business, case, event, thing, stuff, person, dog, etc.). The number of denotates, the possibility of associations of neutralization of unpleasant notions, is broadly semantic in the words of the euphemistic substitute. Such words are more important, because the speaker is required to express the particular meaning of the specific mental “image” in the consciousness of the addressee.

Newspaper texts are typical stories describing a certain degree of property. These expressions are less strictly accepted and represent the author's subjective attitude. Some final nominative evidences represent the exact opposite to a main name. Formally this change can take place at the level of both - the word and its verbal components. For example, US President George W. Bush has resigned from his following contacts in Iraq during his alleged visit to Iraq.

Considering that in the media, nominations like the tyrant, the enemy of

democracy, the despot against the Iraqi leaders are common, and the notion of a peacenil man are regarded as euphemism. The negative character of the word components at the level is misleading with the help of some prefixes. Their use makes it possible to report unpleasant, unwanted views on a non-categorical form of flat statement. Although there is still a negative connotation in these euphemisms, their intensity is relatively low compared to the main nomenclature.

Analysis of the general semantic nature of dispemisms in the newspapers proves that they are considered to be peerative. Let's take a look at the news from BBC News on the dismissal of the European Union President on the Greek debt repayment. For example: "Greece debt talks: EU chief feels 'betrayed' [89].

As it is seen from the text of news, there are some types of neutral tire dispemisms. However, as for the world economy and politics, we must note that the expressions used by both sides are sharp, tense and almost rude. For example, in the news story, we find this expression: "The EU chief feels of 'betrayed' [89] is a dispemism , that the President of the European Union Jean-Claude Juncker calls this act of the Greek government "a lie" and feels "deceived."

"Europe suffered a major blow" in the phrase "In one night Europe suffered a major blow" [89] are dispemistic combinations, negativity caused both by moral and material damage to Europe as a result of the Greek government's lying.

Let's take a look at another sentence: "The European Commission chief, Jean-Claude Juncker, has said that he feels" betrayed "by the" egotism "shown by Greece in failed debate" [89].

Yet the president of the European Union is convinced that the Greek government not only deceives Europe , as well as solely self-consciousness. Looking at the word "egotism" in this sentence, we can see that it was used as "excessively conceited or absorbed in oneself" [89]. It should be noted that the word "egotism" is similar to the word "egoism" and is synonymous with: "an ethical theory that respects self-interest as the foundation of morality" [89].

Let's take a look at the other sentence: "The door was still open to talks," he

said in a statement. The president of the European Union states that negotiations are a place where relations are not worsened, and hopes for better relations in the future. As a result, the president uses this phrase: "... he has called for a yes vote ..." [89]. This means that in a referendum in Greece on Sunday, people will vote "yes" to remain in the EU.

However, it should be noted that losses in the global stock market, in particular the euro, have fallen: "Global stock markets saw big falls ..." [89].

In the disphemistic phraseological combination "a game of liar's poker" [89] Juncker emphasizes that negotiations are a liar's game because in this game as he notes: "Either all win or all lose" [89], thus everyone will win or everyone will lose in this issue.

Despite all these negotiations, Greece decides to leave the Eurozone. Mr. Yunker tried to be more euphemistic in his speech: "... creditors latest proposal meant more social fairness" [89] metaphorical euphemism means "social justice" in this case. In this case, when Yunker mentioned "social justice" he intended only the creditors' offers.

German Chancellor Angela Merkel said in response to the following: "... Greece had received a "generous offer" [89]. Merkel has sought to alleviate the situation by using a "generous offer".

"So I can hardly recall the fact that the Chair of Council of Europe was so rough and sharp" [89] that the last time he used such unpleasant (disphemistic) statements about a state official. Jean-Claude Juncker said that he was betrayed and Alexis Syprias lied to the population about reductions in salaries and immunities. However, Greece has never mentioned the expiration of its credit time. Instead, Juncker urged the Greek population to directly voice the "yes" voice to stay in the Euro Zone, and therefore offered them support and assistance.

It should be noted that the pseudo-associative often does not play a role in disphemisms. Euphemism is semantic, and disphemism is purely pragmatic.

Euphemism is literally based on a language-based approach, and its use in the

consciousness of the speaker in almost all contexts means an unpleasant connotation that is actual. As disphemism regards, the pragmatic structure of the main criterion of use, i.e. the porotic effect of addressee, is explicitly derived from its negative emotionality.

The newspapers are divided into two groups according to the degree of stylistic potential of euphemisms and disphemisms: neutral and stylized.

According to A.Kasev, the first group included lexicographical sources, and previously it was God, the grave, the death, the crime, the diseases, the sins, the body parts, and so on. as well as the "deleted" euphemisms that appear as substitutes for names [35, pp.134-141]. As a result of their repeated use in similar contexts, the recipient begins to ignore the softening feature of such substitutions. Nominative function is promoted to the foreground, i.e. "deleted" euphemisms are accepted in newspaper texts as the use of regular, traditional, definitely more appropriate linguistic means. According to our analysis, the style of using erased and politetrous euphemisms here is neutral.

Newspaper texts contain a set of euphemisms in each field. In the illumination of the topic about the trap of betrayal, the following euphemisms are used together with the cheat on smb: To have an affair, to have extra marital relations, to get involved in the dog, etc. For example, "How to Manage Every Aspect Of Your Extra Marital Relationship With Passion, Discretion And Dignity? <..> He has had two affairs. <...> There is an abundance of advice on women who are thinking of embarking on an adulterous liaison (Daily Express, 7.03.2005).

Many euphemisms used in newspapers have been stamped in style. Usually this includes the occlusive euphemistic substitutions. The nomenclature used in conjunction with the main nomination also has a special style: Some would dismiss these civilians as "collateral damage" (Guardian, 1.11.2004). Thus, most euphemisms are considered stylistic and have a stronger potential, that is, in our case, euphemisms are artificially created expressions of innocent people's suffering.

The enhancement of stylistic coloring of euphemisms helps its different

methods to incorporate. It can be both brief and broad meta-communicative opinion. Different methods of incorporation allow an author to express his view or opinion and influence on an addressee's opinion. The phrases directly compiled of euphemisms used by lexical units attract special attention: a signal of euphemisms is an indicator of an author's unpleasant attitude because euphemism allows emphasizing the severity of the issue as a direct nomination.

In all cases, the newspaper's texts contain duplication of lexical instruments. This is explained by the linguistic nature of disphemisms. Disphemism is an expressive, emotionally-guided tool of expression, because the negative aspects of the existence are much easier and more acute than its positive aspects.

Disphemisms affect the emotional state of an individual and, therefore, always keep the recipient's attention and always attract attention. For example, a doctor tells the girl about the life of a prostitute. As we have seen disphemisms enter emotional, and expressive expressions into the text that give an impression of emotion and attitude of a speaker. On the other hand, the use of disphemism while comprehending the meaning and the text defines an addressee's interpretation strategy. All of these allow us to suppose the expressive potential of disphemism.

Speaking about pragmatic peculiarities of disphemisms and euphemisms it should be noted that in an informative type of a newspaper vocabulary used in thematic fields as social and political issues gradually become euphemisms and these euphemisms are divided into large groups: the euphemism "doublespeak" and "politically correct" euphemisms. The term "Doublespeak" appeared in the 50-ss of the XX century in George Orwell's novel "1984". Apart from other euphemisms they serve to hide and soften the severe phrases used by military, false and reality. Evaluating a definite lexical unit as the euphemism "doublespeak" it is important to note the ideological role of society as leading extralinguistic factor. On the other side, the analysis of the euphemism "doublespeak" allow us reflecting about prohibitions existing in the frames of ideology in the society. Thereby, for example, let's take in modern period of time the processes undergoing in Iraq that damage USA image.

The use of ideological phrases that are not significant in mass media brings to form the image of “an aggressor-country”. Therefore, it means ideological, taboo words, threats, cruelty and illegal actions for a society. In this connection it is impossible to shed a light on these issues and instead the euphemism “doublespeak” is used in order to hide and soften the real meaning of accidents, for example: casualty, detainee, abuse, asylum seeker, confrontation, operation, conflict, campaign, friendly fire etc [89]. Regularly repeated in the informative texts they have become the clichés of the informative texts.

Understanding such euphemisms distract a real attention from the mechanical essence of an attitude. Automatized character of understanding strengthens the softening effect and weakens the severity of understanding. , "negative pragmatic is neutralized, so a real negative sense of events is hidden and a false impression about these negative events that are impossible to hide appear. All these allow us to conclude that in this type of a text a euphemism is considered a manipulative means and the event described by it implements a hidden impact in order to establish beforehand reflected emotional coloring.

Alongside with the euphemistic group "Doublespeak" the use of politically correct euphemisms in an informative type of a text is also relevant, this notion occurs in different spheres more productively: racial and ethnic belonging, mental and physical disability, aging, poverty, etc. Being politically correct means strategy, macrointention conditioned with the use of euphemisms in the frame of concepts, but euphemisms guarantees the communicative and ethic establishment of tactics, the way of relationship among various members of society. Despite some criticizing phrases a number of political euphemisms have enforced in the form of an informative text and most euphemisms are closely connected with some social events. Disphemisms are practically not used in an informative type of a text and it is conditioned by serious communicative – pragmatic requirements of its emergence.

According to its purpose, the euphemisms used in an analytical form of a newspaper text are divided into groups.

The first group consists of euphemistic nomination (substitution) used in the news section. From analytical point of view these euphemisms become an author's objects revealed by the same author. It can be explained by that while giving a main nomination an author attracts a reader's attention to the denotation of an euphemisms.

Therefore, a recipient is always aware of a correct impression about the denotation of a substitute, because an author hopes that while understanding euphemisms a main pragmatic effect appears in the process of the relation of two meanings (denotative and associative). It is because of naming a reality with a concrete corresponding fragment forms a pragmatic effect programmed by an addressee, a speaker's attitude sarcasm, irony, etc).

The second group consists of the euphemisms denoting, from a pragmatic point of view, a polite and tactful attitude to a participant's feelings. The main nomination of these euphemisms are usually prohibited because it causes tragic excitement and too much sincere and are accepted by communicative participants indifferently. For example, in the article "Eyes and ears' of war also give casualties human face" an author thinks about the death of two American journalists, how hardly they obtain information and the accident leading to their death. Besides, in the modern newspapers instead of the word "to die" corresponding journalistic euphemisms are used in order to be tactful to the journalist's siblings, to express solidarity, to denote his\her participation in the life of the late colleagues.

Disphemisms are also used in an analytical text describing many social problems of different characters in order to strengthen a negative image of any incident and causes a more effective impact in coloring a negative reality by an author. The use of disphemisms are conditioned by the criticizing tones of general understanding of a text defining the interpretation of negative facts of reality in the frame of a text. A common structure of the use of disphemisms in the pragmatic level are realized with the following special aims: to disrespect a person, to emphasize the seriousness of a problem, to cause a social resonance. In this saying the main nomination "to kill" is substituted with the disphemism "to have one's throat split"- in

order to give the process of killing in details a phrase describing one of the cruelest way of killing is used, and it leave a strong impression on the readers and consequently this business is being blamed without any interpretation.

Euphemisms and dispheisms used in the publicistic style of newspaper texts belong to the following notions: - sexual ties, parts of a body and crime. If necessary while naming parts of a body, euphemisms are used not only for softening purpose, but also for lightening this topic in order to avoid some unexpressed language means.

The use of euphemisms in publicistic texts help effectively impact on a recipients emotions, i.e. narration is emphasized. The used euphemisms are more interesting from emotional point of view than their direct nomination because their comprehension require creative attempts, definite associations and are connected with the creation of interesting images. In this case the softening a direct nomination is not considered a main purpose for the use of euphemisms, they are most likely used in intrigues, create the following notions, make a phrase interesting, make a narration attractive and a reader interested and attract an attention to the discussed topic.

While lightening crime and death topics with the exception of the citations of a criminal and his victim a direct nomination is preferred. In the following sentence the runs topic "death": a girl tried to kill her seriously ill mother and in this way she wants to plead innocent. For example, the euphemism "send to heaven" means that a speaker wants to advance the situation: the girl also wanted to lighten her mother's state, i.e. she does not accept her behavior as a crime. The used euphemism is a result of mental organization of the situation, thus a speaker chooses lexical units with the help of language means. A cognitive word "murder" belonging to this lexical nit does not match the profile. These examples show the action of euphemistic name substitution as type of open referential manipulation. The basis of this choice belongs to the sentence denoting a new feature of euphemistic name substitution. Avoiding a main name and the use of positively semantic words are the proofs for gaining accomplishment for his\her action and staying away from the cruelty of committed act.



The use of disphemisms denotes one of the expressed ways of a negative thought (opinion) and, as a rule, it is always met in publicistic texts of mass media. The aim of “prerogative” mass media and yellow press is to attract attention, to announce about a general excitement with the help of extreme negative news in order to intensify a negative opinion, disputable and unpleasant news.

In these types of texts the use of disphemisms is motivated by not showing sincerity in relations, but showing negative attitude in a maximally expressive way. An addressee hopes that lightening this issue negatively makes a story sensational, attracts a reader's attention.

In ads texts euphemisms are used for some reasons. Some civilians are considered perfect in society, for this reason if an advertiser shows services intended for civilians, he must be ultimately attentive in addressing civilians and does not allow social differentiation on a language level.

Some advertised objects influencing on the purchase of the products in some degree have definite negative features. But it is difficult not to remember them, in this case an ads text addressee start using euphemisms. It allows weakening negative features of advertised objects and supporting potential buyer's motivation, i.e. a buyer's intention to buy a product.

In the ads the use of euphemisms appears as result of intriguing a reader too. This service is often met especially in the ads for intimate services and pornographic materials. Considering the possibility of the use of taboo vocabulary an addressee of these ads prefers less open, but more exiting and attractive euphemistic use. The power on the recipient of the ads text strengthens, i.e. with the help of direct nomination because in this case the meaning is not rather emotional and tensed parts are avoided.

In a number of advertising texts the use of disphemisms is considered as an effective method of stimulating the purchase of a definite product, service or even idea. In this case impact mechanism solves the problem of using advertising service and strengthening a strong side of a definite product or reality.

To emphasize a negative attitude to the event simultaneously named in the text of advertisement with the nomination “to kill” and to evoke a recipient's emotion dispheuristic phrase “brutal slaughter” is used. Negative semantical dispheuristic sentence and a word “in human” is understood as a high degree of negative emotion and an addressee hopes that the way of making some believe is more effective.

## **2.2. The use of political euphemisms**

"Discourse", "political discourse", "politically correct" and "manipulation in political discourse" are considered one of the most pressing issues in linguistics. Over the last 30 years, the definition of "discourse" has changed slightly. According to the modern approach, discourse is a complex communicative phenomenon, a text and speech that is composed of extralinguistic and cognitive elements in action (knowledge of the world, thought, structure, and addressing purposes), it differs from the text because discourse gives us a new knowledge. The concept of "discourse" in speech and language is also investigated by a number of researchers.

Several approaches to the meaning of "discourse" are compared: According to politicians, discourse is "a language in the form of social data"; From the pragmatic point of view, the terms "speeches" and "text" are regarded as "unsuitable" for the term "discourse" in the logical-philosophical tradition.

In the research, the definition of the discourse is wider: it is defined as direct text or speech, accompanied by extracurricular and cognitive factors.

The phenomenon of the political discourse can be determined with the opinion of political scientists, which, according to the multilateral, multidimensionality and complexity of the substitute principle, almost entirely substitutes political notions. From a semiotic point of view, political discourse is a communication system with real and potential (virtual) dimensions, combined with the speeches used in political discourse and texts, reflecting the country's political strategy.

Here are some of the features of political discourse:

1) the polar structure of political discourse, which is one of the main concepts of "government" and "politician";

2) the institutionality of the political discourse as its main characteristic of political communication and its dependence on other types of discourse;

3) the use of various euphemistic and disphemistic processes as a result of the processes taking place in society;

4) Ideologism, which is an integral part of the ideology of political corruption.

Traditionally, political discourse is associated with political correlation. "Politically correct" is not only a component of political culture, but also a phenomenon of multi-language and linguistics. In our opinion, the ideology of "politically correct" is considered to be the main feature of the English-language political discourse.

The term "politically correct" is still fresh in our language, but the idea of being politically correct or simply waiting for language tricks has long existed: intercultural communication does not occur as a result of a lack of understanding of the cultural and linguistic traditions of each nation or language and causes conflict between cultures. Political correctness affects the lexical composition of language. Vocabulary immediately responds to any change in society as the most moving level of the language system. This process is more noticeable during the economic, social and other changes in society.

Researchers studying political evfemisms point out the following types of political euphemismss:

1) motivation;

2) availability of certain dominants;

3) the ability to create magic functions of the language, to create new mythologies with their help;

4) the ability to create a base opposite of "my own" in dichotomies with the semiotics;

- 5) losers (political affiliations);
- 6) the dialectic of euphemistic substitution;
- 7) the existence of a rhetorical strategy in the mobilization of the idea;
- 8) associated with disphemism and atonal signs in one class.

One of the manipulation styles is the process of semantising, i.e. choosing appropriate words and creating any informative model. For this purpose, a number of clichés, epithets, metaphors, euphemisms, short but uncertain tricks can be used to describe any international news. Audience's psychological effects are: affirmation and repetition, simplification, stereotyping. Manipulation with consciousness exists in all areas of life. In moral life, spiritual values are promoted through education, art and literature. In the political sphere, from the point of view of the manipulator, images, attractive political ideas, political advertising and mass media are propagandized.

The meaning of "manipulation" is both broad and narrow. In broad terms, it affects the consciousness, human behavior or social groups characterized by the different degree of meaning and the existence of a joint manipulator. In our research, the term "manipulation" has a narrower meaning, that is, a reasonable and purposeful discursive impact on a potential object (person) to achieve changes in value, behavior, and beliefs that are favorable for the manipulator: David Cameron says EU summit is 'milestone' for reform plans [90].

David Cameron's "significant milestone" [90] renegotiation plans "metaphorically addresses the importance of the EU summit meeting and ways to resolve all the problems. This kind of secret euphemistic expression shows that Britain plays an important role in the life of Europe and knows how to solve all the problems.

However, chairman Donald Tusk's "EU's fundamental values were non-negotiable," [90] emphasizing that Europe has the ability to solve its problems without Britain. Also, because of limited time to discuss England's plans, European officials were worried about the situation in Greece because Greece would have to pay a debt of 1 billion euros next week or face default. From the economic point of

view, default means that you do not have the ability to pay debts. The use of such terminology is intended to conceal the substance of the situation for ordinary people or the audience, or an incomprehensible purpose. However, despite all the negotiations, Alexis Sipras and international lenders did not reach any agreement (negotiations, talks) which ended without agreement.

Despite the fact that the talks did not take place, European officials were trying to soften the situation. Let's take a look at some examples: David Cameron hopes reforms will lead a new way of formal talks (to pave the way for official talks). However, he has not yet determined the exact purpose of the negotiations. In David Cameron's speech, we find another expression: "ever closer union" [90]. Under this statement, the prime minister notes that Europe is complete, unified.

The other disphemism ("not for sale") dictation of the European Union's Secretary General, Donald Tusk, sounds sharp because the official thinks that the values of the Union are priceless and can not be sold or bought. Instead, "German Chancellor Angela Merkel held talks with Mr. Cameron before the summit" [90].

Thus, we have encountered many euphemistic and disphemistic statements in the text. Metaphorical, metonymic, and hyperbolic expressions are characterized by neutral dynamics, as the text applies to the official political discourse. Cautiousness, astralism, and softening effects have been widely used in politicians' conversations. In the political discourse, the use of such euphemistic phraseological associations is more sinister, meaningful and manipulative.

The manipulative effect of euphemisms lies in the movement of two mechanisms: the mechanism of association changes the emotional aspect of news, isolating the addressee from the taboo meaning, but the "buffer" mechanism links the impugned word and consciousness.

Despite the weak (sometimes polarized) linkage, political euphemisms continue to perform the basic euphemistic function: conceal the negative impact of the reality and help save the communicative conflict. Intentional weakening of expression's accuracy is the basis for rejection of the status of euphemisms.

Euphemisms have a high manipulative potential for the recipient, because of the unclear meaning: it is difficult to choose and find context from the contemporary media, that is, to identify a taboo hidden under the euphemism, and some of the recipients get acquainted with that linguistic phenomenon, and the manipulative effect of most audiences is difficult to understand.

The basis of the classification of manipulative techniques and the method of euphemistic speech expressions are based on the language level principles (graphic, phonetic, morphological, lexical, semantic, syntactic), because the manipulative capacities these language levels vary and depend on the means of influence of the addressee.

Thus, the manipulative potential of graphics, phonetics and morphological levels can not be called high because euphemisms at these levels is directly related to the taboo nomination. In some cases, graphical euphemisms may formally "hide" the secret word.

Morphological euphemisms can unduly reduce the undesirable sign that distorts the viewer's view of the essence of the problem, and teaches the essence and severity of the events. Abbreviations replace the internal form of the words, thus depriving it of certain negative connotations.

An analysis of the manipulative possibilities of euphemisms has shown that lexical-semantic and syntactic euphemisms have a more manipulative effect on the language of the mass media, since they are able to maximally move away from the denominator with the help of a comprehensive and powerful vehicle affecting the consciousness of the addressee. Thus, the generalization of the meaning, depending on the very wide range of objects and phenomena, allows to reveal the components of pragmatism that lead to negative play. The manipulative potential of the metaphor is hidden in its twisted semantics, and it is possible to conceal the subject matter. The ability of metonymic euphemism to manipulate the recipient is explained by the complexity of associative relationships between taboo denotation and euphemism.

Creation of orthography by polymerization creates favorable conditions for

manipulation, as the negative denotation represents the exact opposite of the meaning. Terms are the most effective means of manipulation because foreign words are less familiar to the recipient's language carriers; they do not have undesirable connotations and are more authoritative, "acceptable" by the speaker, even capable of "improving" the true (logical) sense of the denotation.

The syntactic means and methods of euphemisms are the most complicated process, because the euphemistic expression comes about with the help of all the syntactic structures, not with any other words. However, this complexity raises the ability of syntactic euphemism to manipulate consciousness of the recipient: it is difficult to identify the synthetic euphemistic phrase in broader information disseminated by the mass media and to recognize the negative connotation hidden behind it.

Statistical analysis showed that the most commonly used method of manipulative euphemisms in the texts of the mass media is to summarize the meaning (70%). The spread of this method of euphemism is explained by the fact that it does not allow an open lie to pass to the communicator, but only expands the boundaries of accuracy through the use of hyperonyms.

The lingvo-communicative feature of the euphemisms in the texts of the mass media is that it includes the use of several manipulative and euphemistic tools that increase the recipient's vulnerability to manipulate. In order to implement an effective manipulative effect, euphemism should not be used simultaneously with undesirable straight-forward nomination, otherwise it will not be able to manipulate with public consciousness.

The nature and mechanism of manipulative influences of euphemisms are similar in all languages, but euphemism is understood as linguistic universalism both in time and space, and reflects the universal laws of human consciousness. Most euphemisms (except phonetics and morphological euphemisms) can be maximized.

Systematization of manipulative methods and means of euphemisms, and their functioning in the texts of the mass media, allow for extensive research of

manipulative euphemisms. First, it is purposeful to study the characteristics of manipulative euphemisms within the framework of various discourse types (military, political, legal, economic, advertising, medical, etc.) related to the relevance of such trends in linguistics. Second, according to the results, dictionaries of manipulative euphemisms are created.

The analysis of the texts of the mass media has shown that at present, the function of euphemisms is not limited to courtesy, tact, modesty. Euphemistic units influence and manipulate the audience secretly by concealing the accuracy of the referent and creating an illusion of justification for imprudent policy. In the study, euphemisms have been widely studied as a means of manipulation in the media.

The overall result of the researches is that manipulation with the recipient is systematized and otherwise understood in the context of key approaches. Clear criteria for euphemisms have been proven, the psycholinguistic, sociological and linguistic aspects of euphemisms have been demonstrated, and the main classifications of euphemisms are given. The study of the specifics of euphemisms has revealed the manipulative potential of these language units. The mechanism of manipulative influencing of euphemisms has been thoroughly investigated, and the manipulative methods and means of evolution in mass media have been systematized.

In the modern world, influencing the masses through the political language is purposeful and should be implemented in accordance with legal and cultural correction requirements. The use of political euphemisms has a special meaning. However, on the one hand, there are no political euphemistic dictionaries yet, and the spheres of political euphemisms have not been identified, and political euphemisms have not been systematized. On the other hand, a comparative study of political euphemisms in various languages remains still active.

In linguistic literature, euphemism is investigated in several aspects: social-linguistic (taboo), functional (euphemisms), grammatical and semantic (euphemistic structures, euphemistic means).

Many aspects of our Evolution are still controversial. Thus, the motifs of



evolution are differentiated and classified (some of the causes of replacement of some words and evidences), there are different classifications of the evolutionary methods of creation, and there is no single idea about the place of our homelands among similar language phenomena.

In modern linguistics, "political communication is an expression of propaganda of these or other ideals, emotional impact on the citizens of the country, and calls for political actions to achieve social consensus, based on the adoption of socio-political decisions in the majority of the society" [49, 4]

Political communication covers a broad spectrum of both verbal and written texts (political documents, parliamentary or demonstration speech, political interview, newspaper – a political article, political party program, etc.). For the purpose of researching the role of euphemisms in political communication, the selection of species and appropriate types of political communication draws attention. The form of verbal communication is also called public communication.

With the help of mass media, modern public communication has a major impact on the audience. According to the country and foreign scientists, the language of political language and mass media is of a creative nature, that is, the stereotype of public speaking behavior.

At present, linguistic literature has several definitions of political euphemisms for different characteristics than other euphemisms. The main purpose of euphemisms in political texts is to conceal the unpleasantness of the reality by mitigating the meaning of the fact.

The wide use of political euphemisms in political texts is based on several facts:

- A number of legal terms limiting the use of language means that express negative meaning in political texts [29];
- the need to comply with the existing cultural correctness rules existing in modern society [47, 45];
- Strongly affect the audience by sending implements of information.

The study of linguistic literature on the problem of euphemisms in political language and public speaking has shown that political euphemisms are actively used in political communication because they help maintain balance between two opposing tendencies: The main purpose of political communication is to structure the construct evaluating, propagandizing and convincing and complying with legal and cultural correction in the modern society.

According to our research, the criterion for the separation of political euphemisms from common euphemistic dictionaries consists of their function in public-political communication and the specific areas of use in the language of the word "political": government, social life, social issues, social activity of public servants and politicians.

However, the boundaries of the dictionary of political euphemisms are uncertainty, structural integrity and sufficient variability of elements, which makes it difficult to investigate and study euphemisms.

An analysis of the euphemisms showed that they are reflected in the characteristics of the language field, as evolution and political euphemisms can be described in terms of the language field, and the dictionary of political euphemisms can be described as a field structure.

A methodology for the systematization of dictionaries of political euphemisms in English based on the systematization of Y.K.Karulova's dictionary. The sequencing of the vocabulary of the dictionary has allowed him to understand his inner structure and described the higher level of political abnormalities - the only classification scheme. Selection of microsacres (parcels) according to the principle of natural field in the Thesaurus dictionary has enabled the understanding of the internal structure of the dictionary and its comparison with the extranational-linguistic reality.

Comparative analysis of the multifaceted "political" word structure in English has shown that this is often closely linked to "government" and "state" concepts. In English, political euphemism is primarily used in government and administration, public movement and public life.

Thesis systematization of political euphemisms has made it possible for political explanatory texts to expose some features of the mechanism of deliberately influencing mass audiences with the help of political euphemisms.

The influence of an addressee is made possible by the use of political euphemisms to deliberate for the assessment of some events during political communication. In addition, the impact is being realized in areas where life is completely replaced by political euphemisms. This mass communication deliberately causes the addressee to change its secular, political, ideological, political, moral, i.e. the pragmatic effect of such influence is ideological.

The thesis system of political euphemisms in English reflects an ideological tendency, such as overcoming the problems of a man in society;

The systematization of political euphemisms in English with the Thesaurus method and its comparative aspect are based on the prospects of further research of political euphemisms.

Thus, our research shows that euphemisms are defined as social-historical and moral labeling, national and linguistic traditions of any society. Euphemism refers to language evolution. Thus, the use of euphemisms in certain communicative situations is conditioned by the norms of speech culture and language labels that are common to several types of cultures:

information war

propaganda

psychological war

social propaganda

psychotronic

The essence of euphemisms, their development is related to the creation of social and language conventionalism. Social, cultural, moral, ethical and aesthetic norms of the society create an abstract concept of various (negative) things and events that in turn stimulate the correction of existing (incorrect) names in certain communicative circumstances.

The study of the social role of euphemisms in the construction of an analogical situation is an important issue in studying the relationship between language and society. Euphemism is the second-class name of the denotype, and therefore, euphemisms are chosen with a particular semantic peculiarity.

In the modern speech of the different levels of population, euphemisms are more intensively used. Euphemisms are one of the main sources of vocabulary of the language, but different assignments of disputable issues of evolution reveal the need for new searches in this area.

It should be noted that socio-psychic factors determine diseases related to tuberculosis. These spheres refer to certain lexical layers of euphemisms. At any time, many researchers were involved in classification related to euphemisms. In the research, we take the modern classification of euphemisms. Here are four main thematic groups:

1. Euphemisms that are consistent with the principle of emancipation (this includes euphemisms aimed at mitigating various types of discrimination: age, physical discrimination, and euphemisms that mitigate race and ethnic discrimination). Thus, they have started to name a 65 years older person as "third age". Some of the physical flaws are replaced by euphemisms: fat-rooted big-boned, replaced by differently sized uterus, instead of bald (bald) hair-disadvantaged euphemism is used. Black is replaced by member of the African diaspora; Indian (indian) is replaced with word combination "indigenous person".

2. Taboo is based on euphemisms (disease, death, and fear): moonchild replaced the word cancer, a disease that was borne by cancer. Metaphors are used when there are no severance or death related diseases.

3. Euphemisms, which are camouflaged in adverse economic, political and social life (the forms of military aggression, euphemisms that are related to crime and humiliation in socio-economic life): the word "poor" is replaced with a combination "low-income people". Instead of bombs", the word "device" is used, and instead of bombing, limited air strike or air support is used.

4. Euphemisms that enhance the social status of different specialties: barber - hairstylist or beautician. Those who work in the cemetery are always known as undertakers, and in recent years they have been called morticians and then funeral directors. The Garbage collector was replaced by a sanitation engineer, and environmental hygienist euphemism was substituted by a janitor word.

Euphemism is one of the most effective ways to formulate a political lexicon. Political euphemisms attract the attention of the linguists after the Vietnam War. Political discourse in order to cover up the reality of the events set up and it, therefore, is considered one of euphemistic pragmatic tendency of the political language.

The main motives for the emergence of political euphemisms are: the need to address the problem of social issues in order to avoid conflict; The use of euphemisms as a means of "keeping the face of a political subject"; an attempt to conceal the reality in order to save lives from human rights abuses, public dissatisfaction, and amoral behavior of various forms; to rescue the subject from the insult of lower social status or other race affiliation; as a result of the division of sin.

The main feature of political euphemisms has a magical power: when changing names, the properties of the denotation change, and its essence also changes. In fact, the essence of the event is changing, but the way of delivery to the potential recipient varies. For example, the newspaper "Komsomolskaya pravda" published the names of the terrorists who are keeping hostages in one of the schools the Beslanada. Let's consider the followings: "attackers (attackers); captors (invaders); fighters (armed); guerrillas (partisans); insurgents (rebels); radicals; rebels (rebels); separatists and activists ("Komsomolskaya Pravda", 9 September 2004)" [104]. Nevertheless, in our opinion, politically correct event does not exist here, as well as the unwillingness to publicly describe the policy of double standards.

Political euphemisms are semiotic opposites oriented towards "My Thing - Yours". In this case, we must note the existence of a double standard when evaluating any political actions of the opposing parties: everything depends on the position of

the party. If we look at the events in Iraq, we can see that the same events are presented to the readers from the English and Russian-language media in different ways.

For example, military intervention in Iraq is given in Russian mass media like “war, military conflict, military intervention, military occupation, Iraqi aggression, peacemaking operation, humanitarian operation, antiterrorist operation, liberation, operation ... to find the weapon in western media mass distraction, the war against global terrorism '(violence, insurgents, oppositionists) and terrorists, extremists, bandits, gunmen, raiders”;

The heartbreaking events in Abu Ghraib prison can be understood as the wars of the American warriors, the sadistic attitude towards the prisoners of war, the violation of human rights, the violation of the Geneva convention, and the double standard policy towards the Iraqi prisoners of war” [104].

Given the quantitative relationship between the basic meaning and the metaphor, all forms of euphemistic changes are divided into three main types:

- replaced: word-phrase combinations (invasion - "Iraqi Freedom"),
- changed: word combinations - war against the regime -liberation;
- equivalents have changed: the number of components (kill - neutralize) remains unchanged.

While using a clear paraphrase, the composition does not change practically, but the substituted word combination is weaker than a recipient: When the fall of S. Hussein was turned into an open fact, Washington began to use the word "war", but later he said war for peace and it became a combination of words that weaken the true meaning and survive without any unpleasant experience. Nevertheless, this term was not even widespread, and it was only used to compare the aggressive actions of the Saddam Hussein regime.

A more interesting phenomenon is a plain nomination, namely, the trio of euphemisms and disphemisms: "Today, in the city of El-Faludja, the gunmen exploded a car with three kilograms of explosives in trotil equivalent. There are victims among the local population. The "rebellious" rebel organization has taken

responsibility for this crime. This is not the most destructive explosion of the "Iraqi liberation" movement (Novosti RTR, July 12, 2003).

Depending on the position of a speaker, there is a change of names: the word "armed" is a disphemism used in the Western media; rebel organization is euphemism in Russian mass media; soldier - neutral nomination.

1) The name of the military intervention in Iraq and the military presence (anti-terrorist operation; ;

2) Coalition forces, liberating forces,

3) nuclear, chemical or bacteriological weapons,

4) the names of victims (casualty, collateral damage) among the local population during the military actions of the coalition forces;

5) the name of the military operations carried out by the opposition forces to create a rule (protective reaction, strategic operation, discriminate deterrence, pinpoint bombing, liquidation / neutralization).

Let's look at the analysis of the thematic group "Military intervention in Iraq and military participation names". The main feature is that it consists of a number of synonymic political euphemisms. Let's take into account such expressions as antiterrorist operation, peacemaking operation, humanitarian operation. The most commonly used phrases in these thematic groups are peacemaking and humanitarian attributes.

None of the examples has the word "war" with strong negative connotation, or rather this word has been replaced by stylized neutral words such as operation or mission. Let's take a look at the analysis of libarate \ liberation euphemism in the Second World War: Richmond News Leader's editor-in-chief insisted that allies should use their name for liberation in the military operations. In a press conference in May 1944, President Roosevelt stated: "When our anticipated invasion of Europe began, we would use the word" liberation "- not" invasion. " Interestingly, this euphemism is a time test. Thus, during the invasion of Arab lands by Israel in 1967, the word "liberated" was used, not "annexed", "occupied", "administrated".

In Iraq, under the name of the new system, the metaphor of democracy in the Middle East is used, the purpose of which is to convey the idea of bringing freedom and democracy to the Iraqi people by the Americans.

Liberation euphemism serves the development of the denotation, the discovery of the negative sides; in this example, euphemism is based on the substitution of the negative marker with a positive sign: invasion - liberation. Compared with atonal signs, the pragmatic features are concealing the lie by political means, that is, the intent of initiating military acts against an independent country is concealed.

The demobilization strategy is always used in the society: the military events that are taking place are displayed as natural events that can not cause serious public outcry. From a formal perspective, we have given an equivalent in our example, that is, the balance between the beginning and the result remains unbalanced: invasion - liberation (intrusion).

When analyzing the content from this point of view, there is a substitution for indefinite expressions, and the true effect is achieved as a result of the reduction of the resolution of facts. The generalization and "splint" of the content is derived from the use of words that have broad semantics: liberation (-invasion). The propagandistic motif of the use of euphemisms is to conceal the illicit, amoral movements and precious dominant "warlike" postulate.

As mentioned above, the Iraqi conflict is also a real media war. The main purpose of the United States and its allies' propaganda apparatus is to create a realistic information reality in a potential recipient of all political and military power. All military interventions that have been the result of various military-political conflicts over the past few decades depend on US involvement.

This conflict is not an exception, and a legend has been created that the international terrorist deterrent and the need to seize the females of a terrorist home led by Saddam Hussein in Iraq have been set up to justify this military intervention. As a result, the terrorist attacks of September 11, 2001, triggered the US government



to begin military conflicts.

In these examples metaphors are used widely in the US Government's only humanist sense of purpose, and no economic or political interests can be found in this region. Thus, political euphemism has an outrageous effect, and mythologies that are nonsensical to the heads of government.

For example, instead of the term “war” humanitarian mission, peacemaking operation, and so on are used. It can be replaced by some terms. Selection of the negative saddle bearings occurs in euphemism. As a result of this kind of substitution (the term war, invasion, peacemaking operation, humanitarian mission, liberation), the name ("war") is substituted by components such as "illegal intentions". As a result, the negative shades of uncertainty are completely neutralized.

Thus, in the mass media, we consider the followings as the main factors that corroborate the indivisibility:

- the highest level of social culture and traditions of public behavior;
- the ideology and mentality of the society, which express the rules of the individual and the personality;
- financial interest as a potential customer.

The integral elements of language communication are: ideology, propaganda, manipulation, stereotype, manipulation of thought, as well as information and psychological interactions that are closely linked together to complement each other. The objective reality is taken into account for a potential recipient from a different perspective and does not have the ability to accurately evaluate the information received from media because it accepts the information as it is. This also causes the above mentioned elements of language communication.

### **2.3. The use of euphemisms in a professional communication**

A system of special rules created by humanity (people) in sociology and

civilization has been developed and studied. Behavior rules are available in all areas of human activity: driving the country, driving, or communicating daily. Types of prohibitions we have known from ancient times are called taboo. The taboo in language is expressed by the fact that for some reasons a person limits some of the lexicon he or she is familiar with in a particular situation (the desire not to offend the interlocutor, the desire not to create unpleasant associations in consciousness, etc.). But taboo items and events are available in reality, and we need to talk about them unwittingly, and need special methods of reporting them. One of these examples is the use of euphemisms.

Let's look at the euphemisms used in professional communication. In their speech, medical professionals use widespread euphemisms, such as the name of some illnesses and human physiology: for example, instead of the word "alopecia", the word "urina" is used. Power structures (armed forces, police) also communicate, for example, for some reasons in other words, i.e. a euphemistic expression or word. For example, let's take the words a sick (arrested) - arrested in English. Euphemisms in this area are often used to conceal unscrupulous events in the eyes of conspiracy or public opinion. In agreement with V.P.Moskvin, it is important to clarify the concept of euphemism and to distinguish it from similar events to systematically study the euphemistic phenomenon.

In a definite category contrary to character, goals and results of used means is considered the process of euphemismizing a speech which is rather typical for its modern state. It seems that the process of euphemisms is significant in the following moments:

- 1) a speaker's evaluation of a speech, direct denotation of which can be qualified in this social sphere or a concrete addresser as rude severe, impolite and etc.; it is obvious that only definite objects, human activity spheres and relations can evoke the similar evaluation, but others, from this point of view, are neutral; thereby, not every speech is undergone euphemismizing, but the speech connected with definite themes and spheres of activity;

2) selection of the speaker such notation, which does not just soften some seemingly coarse words and expressions, but mask and veil the essence of the phenomenon; this is especially evident in the example of semantically vague medical terms such as neoplasm instead of a frightening tumor or foreign language - that is why not all understandable - terms such as pediculosis instead of lice and under, and also using words with "diffuse" semantics: known, specific, proper, special etc. (see below for details);

3) dependence of the use of the euphemism on the context and on the conditions of speech: the tighter the social control of the speech situation and self-control by the speaker of his own speech, the more likely the emergence of euphemisms; and conversely, in poorly controlled speech situations and with high speech automation (see communication in the family, with friends, etc.), euphemisms may prefer "direct" designations, or dysphemisms (on the notion of social control in the processes of speech communication;

4) the social conditioning of the notion of what can be a euphemism: what in one environment is regarded as a euphemism, in another can receive other estimates.

Evaluation of the speaker of a particular subject of speech from the point of view of propriety / indecency, rudeness / politeness is usually focused on certain topics and on the spheres of people's activities (or relations between them). Traditionally, such topics and spheres are:

- Some physiological processes and conditions; cf. Free your nose! - Instead blow your nose !; release the intestines; malaise (about menstruation); She is expecting a child (instead: She is pregnant), etc.;

- certain parts of the body associated with the 'bodily bottom'; objects of this kind are such that the indirect, euphemistic designation in everyday speech is perceived by the majority as not quite decent;

among doctors, as it is known, Latin is used for this purpose;

- the relationship between the sexes; Wed: be in close, intimate relationships, intimate relationships, physical intimacy; Ordinary use of verbs to meet, make friends, walk (with someone); We did not have anything with him - we mean physical affinity, etc.;

2. illness and death: malaise, feel bad instead of sick, ill; She is completely bad about the hopelessly sick, left us, he did not die instead; death instead of death; lethal outcome as a medical euphemism, replacing "too direct" death, etc.

3. These areas of euphemism can be called personal; they relate to the personal life and personality of the speaker, addressee and third parties.

Besides, the phenomenon of euphemismizing is observed in various spheres of social life of people and society. It is noteworthy underlining that in modern conditions the ways and means of euphemisms are more spread that touch socially significant themes, spheres of human activity, its attitude with other people, society, power.

It is particularly important to distinguish secret speech, such as orthography and cryptolalia [45, 107] or two independent events that perform various functions [43, pp.182-189]. These two events should also be distinguished in the professional communication: "Evil spirit is a kind of gentle expression of the sharp, rough or sexual sense of the word" [36, 374]. A hidden language or a secret speech is an incomprehensible language for the specific social groups created for communication within the group and the social layers that are not part of this social group [24, pp.106-107].

The context and the use of this or that word to refer to euphemisms or cryptography should be taken into account. For example, in the practice of a physician, the same word may be accepted as euphemism, or else as a secret speech. Let's compare: The doctor says that the patient is a pediculosis, and the patient does not understand the meaning of this word. When a physician speaks about the patient's being a pediculosis with another doctor, he is convinced that he does know the

meaning of that term. In this case, the professional terminology is used to describe the true meaning of the given information, rather than mitigating the expression.

The use of euphemisms in medicine is traditional (in ancient times, any mention of diseases and deaths was banned). In addition, in medical practice this phenomenon is often discussed in the practice of medicine, which is unacceptable in the society, or the human nature and physiology of human beings are characterized by unpleasant feelings (compare: growth in English instead of "renovations, tumors" instead of "cancer" ).

Another point worthy of noting is that the particular terminology of neutral nature goes beyond the boundaries of the field and turns into a daily use. The reason for the origin of euphemisms in medicine is that they are derived from foreign languages and often use the Latin names for illnesses (words in Azerbaijani language are replaced by Latin synonyms) or with special terms (TB is not tuberculosis).

Among the power structures, workers use the euphemisms to hide something, conceal and mitigate the true intent of the public. In this case, the language of diplomacy is more appropriate. With this language, concrete things and events are called common and abstract names. Let's compare, for example, in the Azerbaijani language: reaching the ultimate level, confrontation (when talking about war), principle of coexistence ("substitution"), high measure (death sentence), English: eliminate - remove (kill), Vietnam efforts - Vietnam in action (instead of war in Vietnam), electronic surveillance - electronic wiretapping (instead of illegal wiretapping). This type of euphemisms is used to distort or conceal the meaning of the word.

In the speech of intelligence officers and servicemen, it is often possible to come across cryptals, but it is important not to mistake them with euphemisms because they have different functions and goals. For example, in English, ill - patient (instead of being arrested) is used to expose the true meaning of the word and look like a professional crypto. Thus, it is important to distinguish this phenomenon from similar phenomena by studying the euphemisms used in professional communication.

The emergence and utilization of orthophiles is often dependent on the particular field of expertise, the goals and objectives of the professional field.

## CONCLUSION

The following results have been found in the research:

1. In all styles the main task of the word is its function. On the one hand, the word can usually express a poetic function in the text, and poetry (expression) can be used, but on the other hand, it can also be used in its straight meaning. The word commonly used in literary style has a figurative meaning. Example: tender heart, cold man, bitter memories. Only poetic language can create phraseologisms.

2. When we say expressive language, we understand morphological, syntactic, and word-forming forms that serve emotional and logical intensification of speech. These forms of language are derived from public practice and are perceived by their functional purpose.

3. There are a number of points of view in our science of linguistics. Consider, for example, a few. Euphemisms arise from speech parts and phraseological combinations. Difficulties are also available in our language. Disphemisms have emerged as opposed to our mood. In fact, although disphemism is a taboo, it means being strong, rude, negative in meaning.

4. In disphemisms style, modality, subjective attitude are stronger. Euphemisms fulfill three functions:

1. Loss of the rough and unkind word for speaking.
2. Soft or unpleasant name softening for the opposite side.
3. concealment of reality.

Most such euphemisms can be conditionally divided into the following groups:

5. Age.
6. Intellectual and physical possibilities, appearance.
7. Racial and national affiliation.
8. Social and financial situation.

9. Occupation.

10. Terms, especially medical terms.

5. With the advent of modern civilization, new euphemisms appear in language. For example: not right instead of a lie, it is not true, you welcome instead of take leaving, and so on. Even the word "peace" is used instead of the word "death". Forbidden words that are hid for certain reasons are called taboo. Scientists refer to the earliest stages of human society. Among the taboo words, first of all, animal names take a special place. Along with these statements, it would also be possible to talk about moral taboos.

6. Euphemistic process is closely related to nomination, one of the human speech activities (the other two are precedence and assessment). For ethical, psychological or other reasons, objects need to be euphemized; renewal of nominations again needs to cover and mitigate what is considered rude, disrespectful in the cultural society.

7. The phenomenon of euphemism is an indispensable universal component of communication in modern language and culture and serves one of the main means of conflictless and successful communication. In modern human consciousness, the presence of religious, moral, and ethical attitudes (in some cases) is a psychological reality and leads to the emergence of a new, euphemistic vocabulary that improves the antecedent, i.e. euphemism.

8. Disphemisms are considered to be invasive based on hyperbolic (inflammation) negative features; and euphemisms are considered to be antivirus based on the rate of negative character. The metaphorical nature of their confrontation is compared to the "shield and wanderer": talking about homophemacy means using fear, anger, and hate rather than using a tongue against an object. Evil spirit influences the development of the denotation, and disphemism is its deterioration.

9. Usually, euphemism and disphemism teach styling that defines a new style of expression: euphemism is more polite and gentle, and disphemism is ridiculous, rude and unkind.



10. Many euphemisms used in the Newspaper texts are labeled styles. Usually this includes the occlusive euphemistic substitution. Different methods of ink-scattering in transport help to enhance the style of euphemisms. This can be either brief or broad meta-communications (for example, justification of euphemistic substitution).

11. What is the name of the relevant fragment of the reality? Pragmatic effect programmed by the addressee creates the attitude of the speaker (sarcasm, tricks, etc.): “In the event of an invasion and occupation, communications system would have to be built from almost scratch”.

12. Disphemism is also used in analytical texts that tackle many social problems of the different nature to strengthen the negative image of any event, and the more accurate the author believes in the correctness of the negative player.

13. The use of euphemisms in the publisistic text helps to effectively influence the recipient's emotions, since transposition becomes more prominent. The used euphemisms are more emotionally attractive than not their straightforward nominative, because they mean creativity, certain associations, and chains of interesting images.

14. The phenomenon of political discourse can be defined by political scientists in terms of multicolor, multidimensionality and complexity, which, almost entirely, replaces political notions. From a semiotic point of view, political discourse is a communication system with real and potential (virtual) dimensions, combined with the speeches used in political discourse and texts, reflecting the country's political strategy.

15. In the modern world, influencing the masses through the political language is purposeful and should be carried out in accordance with legal and cultural requirements. The use of political euphemisms has a special meaning. In our research, the following features of the class of evphemisms are mentioned: Semantic uncertainty in softening the negative meaning and denotation;

2. Anesthetized negative connotation or stigma of denotation, i.e. the ability

to stimulate negative emotions in speech or a listener;

3. Establish positive or neutral connotation;
4. maintain the accuracy of the expression;
5. The feature of improving the denotation;
6. The subtlety of the naming.

Thus, euphemism is a particular language unit with the listed features. Here's an example: avoid the use of the word loss in the banking system.

16. The system of special rules and prohibitions created by humanity (people) in sociology and civilization has been studied and studied. Behavior rules are available in all areas of human activity: driving the country, driving, or communicating daily. Types of prohibitions we have known from ancient times are called taboo. The taboo in language is expressed by the fact that for some reasons the person limits some of the lexicon he or she is familiar with in a particular situation (the desire not to offend a partner, the desire not to create unpleasant associations in consciousness, etc.). But taboo items and events are available in reality, and we need to talk about them unwittingly, and need special methods of reporting them.

17. There is no need to confirm the thesis about humanity and its inner world. Moreover, modern anthropologists believe that the main role in transforming monkey into human beings is not labor, but social relationships. This is confirmed by the study of the intellect of modern monkeys. Consciousness and speech have been developed as an effective exchange tool with other tribal members in our ancestors.

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