



The Concept of Euphemism

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ABSTRACT

This work is devoted to the study of euphemism in the language of modern British, American and Russian press. Euphemism is closely related to the media. Thanks to this, euphemisms become extremely widespread in socially significant areas of speech activity.

Keywords:

euphemisms, dictionaries, semantic changes, interpretation, substitute term.

Introduction: In recent decades, the study of language from the point of view of its “internal structure” has given way to the study of “language in action,” i.e. in speech, in speaking. The problems of its functioning in society, the problems of language as a tool of human communication, came to the fore. As the main means of communication, language subtly responds to all changes in the life of the human community, and is also created and shaped by society.

In linguistics, euphemisms began to be studied starting in the 19th century. At the end of the nineteenth century, the German scientist G. Paul introduced them as a well-known scheme of semantic changes. The works of A. Meyer attracted the attention of scientists to this phenomenon in the first half of the 20th century, but only in recent decades have they become the object of close attention of scientists. Research by foreign scientists is aimed at recording and systematizing existing euphemisms and creating dictionaries of euphemisms.

Research conducted in our country is characterized by a theoretical orientation. Scientists consider the categorical status and scope of euphemisms, differentiate

euphemisms, and also systematize the methods of their formation.

Euphemisms, like everything else in language, are in constant evolution. There are many works that are devoted to this phenomenon. Regardless of this, it is difficult to find a single concept of euphemism in the scientific literature. Let's consider the definitions of domestic and foreign scientists in order to formulate a definition that can be relied upon in the course of this research work

Galperin I.R. defined euphemism as “words and phrases that appear in a language to denote concepts that already have names, but are considered for some reason unpleasant, rude, indecent or low” [Galperin 1958: 164].

In the Explanatory Translation Dictionary, a euphemism is defined as “a word or expression that serves, under certain conditions, to replace such designations that seem undesirable to the speaker, not quite polite, or too harsh” [Explanatory Translation Dictionary].

The Dictionary of Linguistic Terms gives the following definition of this concept: euphemism is a softening designation of an object or phenomenon, a softer expression instead of a harsh one [Dictionary of Linguistic Terms].

Author of the dictionary "A Dictionary of American and British Euphemisms" Holder R.W. gives the following definition: euphemism means (the use of a) mild or vague or periphrastic expression as a substitute for blunt precision or disagreeable truth. (Euphemism is the use of vague or unclear or allegorical expression to replace harsh or unpleasant reality) [Holder 2003: 3].

We also find a detailed interpretation of the term euphemism in modern dictionaries created in English-speaking countries. For example, the Cambridge International Dictionary of English defines the term "euphemism" as follows: "a word or phrase used to avoid saying another word or phrase that is more forceful and honest but also more unpleasant or offensive" [Cambridge International Dictionary of English 2001: 471]. (A word or phrase that is used to avoid words that have a convincing and truthful meaning, but are also unpleasant or offensive). In the New Oxford Thesaurus of English we find the following definition of the term: "polite term, substitute, mild alternative, indirect term, understatement, underplaying, softening, politeness, genteelism, coy term" [New Oxford Thesaurus of English 2000: 322]. (Favorable term, substitute term, indirect term, silent term, restrained statement, understatement, softening the meaning).

Conclusion. To sum up, having examined all the above definitions of euphemism, we see that they reflect not only its main functions, but also the way in which the performance of these functions becomes possible, as well as the goals pursued by the speaker when using a euphemism. Both in speech and in writing, euphemisms are widely used to convey taboo or rude, obscene, obscene language. Therefore, in our work we will derive the following definition that summarizes all of the above: euphemisms (from Greek means "I speak well") - emotionally neutral words or expressions used instead of synonymous words or expressions that seem indecent, rude or tactless to the speaker. Almost all linguists agree on the spheres of euphemization; they listed among them death and illness, mental

and physical disabilities, crimes and their consequences, the supernatural, poverty and deprivation, sexual relations, etc. [Mironina 2010: 88].

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