



# Areas of Use of Euphemisms in Modern English Using the Example of Women's and Men's Glossy Magazines

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## ABSTRACT

This work is devoted to the analysis of euphemisms in English and Russian languages. The type of vocabulary we are studying is of great interest for study. Euphemisms are an active tool of language; they directly depend on the communicative situation and the position of the addresser and addressee in society, on the characteristics of their culture and the mentality of the country in which they live.

### Keywords:

Euphemism, magazine, definition, extensive, phenomenon, translation, expression, society, illegal, process.

**Introduction:** Over time, the study of language from the side of its "internal structure" gives its place to the study of language in acts of speaking. The main role began to be occupied by such problems as: the life of language in society, the difficulties of language as a means of communication. Since language is the main way of transmitting information, it changes and is formed at the same level as society.

This work is devoted to the analysis of euphemisms in English and Russian languages. The type of vocabulary we are studying is of great interest for study. Euphemisms are an active tool of language; they directly depend on the communicative situation and the position of the addresser and addressee in society, on the characteristics of their culture and the mentality of the country in which they live. In the Russian language there are techniques that relate to indirect meanings.

Examples of such phrases are the following: personification, synecdoche, exaggeration, euphemism. A euphemism is a word or descriptive expression that is neutral in meaning and emotional "load", usually used in texts and public statements to replace other

words and expressions considered indecent or inappropriate. Thus, euphemisms are used for the successful flow of a communicative act.

For many years, linguistics has set itself the goal of studying the specifics of perception of the world around us and its reflection. Thus, at various periods of development of scientific thought, linguists pay attention to forms of reproduction of reality, intertwined to varying degrees with public demand. When interacting with society, a person often has the goal of hiding negatively perceived things from society.

A person makes attempts to smooth out unpleasant moments by replacing certain words and expressions with euphemisms. This action gives expression to our speech. In linguistics, a large number of definitions of "euphemia" have been derived, which reflect the functions of this phenomenon. In this work, euphemism implies a linguistic process aimed at hiding either illegal or incorrect words that are more polite and decent.

In a study of a number of issues of Cosmopolitan magazine with a total volume of 252 pages, 54 units of euphemisms were

identified. The studied material made it possible to classify them according to areas of use. The analysis showed that 5 main topics of use can be distinguished, namely: - age; - weight; - career; - financial situation; - physiology; - A fairly relevant topic for women is their age. Women tend to hide it by any means possible, using plastic surgery, cosmetics, exercise, etc. This focus is reflected in the language.

So, instead of "old" the following expressions are used:

"Get your hands on some of our women's over the hill t-shirts!", which translates: "Get ready to buy T-shirts from the collection for stately ladies!"

In this case, we see the expression "women's over the hill," which translated from English means "stately ladies." The authors of the magazine considered it necessary in this case not to use the word "old", which is quite caustic for the ear. In connection with the goals of euphemisms we derived, we concluded that with this example the authors pursued the goal of veiling, so as not to call a spade a spade

Let's consider a few more examples of euphemization of speech with the above-mentioned purpose: "Just search for chronologically gifted on Facebook and request to join", which translates: "We just search for elderly people on Facebook by request and send a friend request." Let's look at this example in more detail, the euphemism "Chronologically gifted" is translated into Russian as "elderly".

The authors of the magazine found the use of the word "old" unacceptable and replaced it with a more respectful one, used for people of this age category. Let's consider the following group of examples comprehensively: "...the magazine is therefore recommended for a mature audience" "therefore the magazine was recommended for a mature audience" "His lawyer has been around the block a few times and knows what to expect" - "His lawyer is very experienced and knows what to expect" "Though my grandpa loves to read, he is rather advanced in years" - "Despite the fact that my grandfather is quite advanced in age, he likes to read".

In all three cases, the authors used euphemisms that make the reader understand that they are talking not only about older people, but also about fairly experienced people who have extensive life experience and understand certain issues of reality. - Let's talk about the next group of euphemisms related to weight.

The next group that we have identified are euphemisms that exist to indicate weight. At all times, women were very sensitive to their appearance. Each of us tries to appear in the best light and appearance. When talking about weight and its excess, the authors of many glossy publications use euphemisms in order to avoid losing readers.

This group has also found wide application in such a magazine as *Cosmopolitan*.

Instead of "fat" the following expressions are used: "Cosmopolitan meant to celebrate the idea that "Plump Is Pretty", "Cosmopolitan proclaims the idea that plump people are lovely." In this case, the readers were presented with such a euphemism as "plump," which translated from English means "plump." The authors of the magazine considered it necessary to use this particular word, since it sounds more noble than "fat" - "thick". Studying this example, we concluded that here the euphemism aims to avoid a communicative conflict.

The identified groups of euphemisms were used by the authors of the magazines "*Cosmopolitan*" and "*Men's Health*" in order to encrypt from others any information about an object, a person, or the real state of affairs. In the identified groups, euphemisms also have the purpose of encryption, because when reading such articles, we mentally mean other words that are more emotionally and stylistically colored, but we see a fairly calm and self-possessed euphemized version of a given word or expression that does not repel the reader.

### Conclusion.

To sum up, a language is a rapidly developing system that takes into account all the conditions of its speakers. Glossy magazines are in great demand among readers. To

maintain this trend, fashionable glossy publications are taking every step to attract readers of all ages and interests. The attraction of readers is reflected directly in the language, namely in the use of a large number of euphemisms. Euphemisms and euphemistic expressions serve as the most suitable way to overcome communication conflicts between communicants. The desire to use euphemisms to protect the reader from difficult and inappropriate situations during the reading process.

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