

EUPHEMISM AS A MEANS OF COMMUNICATION

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Abstract: *Euphemism, as a means of communication, plays a crucial role in facilitating interaction by softening the delivery of messages that may otherwise be considered harsh, direct, or offensive. It involves the substitution of mild, vague, or indirect expressions for words or phrases that might evoke discomfort, embarrassment, or social awkwardness. This linguistic device is particularly effective in addressing sensitive topics such as death, illness, aging, and societal taboos while maintaining politeness and fostering mutual understanding. Euphemisms are widely utilized in various spheres, including interpersonal communication, politics, media, and business, serving as tools for diplomacy, persuasion, and social harmony. This paper explores the functions, applications, and implications of euphemisms in communication, highlighting their ability to influence perceptions, maintain cultural norms, and navigate complex social dynamics. Despite their advantages, euphemisms can also obscure meaning and lead to ambiguity, raising ethical considerations about their overuse or misuse. Ultimately, this study underscores the importance of context and intent in the effective use of euphemisms as a communicative strategy.*

Keywords: *euphemism, taboo, euphemismization, semantic category, stylistic device.*

INTRODUCTION

Society is a community of people who are closely intertwined because of a certain system, a certain tradition, certain laws, and the same laws that lead to life collectively. Society is a community of people who, because of the demands of need and influence (belief, thought, and ambition), are united in collective life.

According to anthropologist Elman Service, to make it easier to study the diversity of society, society can be divided into four categories based on increasing population size, political centralization, and social stratification, namely: herd, ethnic group, chiefdom, and country.

Society is a system that is interconnected between one human being and another human being and forms a unity. Human social beings need other humans to meet their needs. They can't live alone in society. And one of the criteria of society is communication between actors using symbols. In this case, language is used as a mediator to facilitate communication between individuals in society.

Language is also bound to social or social matters, where some words from that language cannot necessarily be uttered in all places or conditions; this is influenced by rules that are formed or deliberately created in the commodities of that society for certain interests. Departing from this, finally the science of language, or linguistics, has developed, and linguistic experts have created theories of language to facilitate the use of language among the global community in order to avoid taboo words. In this case, euphemism is a branch of linguistics that will represent taboo things to say or say in softer words. The function of euphemism is to protect the speaker, writer, hearer, reader, or all of the above from possible effrontery and offense. This offense may occur in the broaching of a taboo topic, e.g., religion or death, or by mentioning that the subject matter in which one party is involved may be sensitive, such as politics or social issues. The euphemism, one of the oldest forms of language, covers up the human condition.

Euphemism is a subtle or indirect word or expression that replaces a word or expression that is considered too harsh or impolite when referring to something unpleasant or embarrassing (Oxford Dictionary). Based on this definition, we know that euphemism is figurative language used to make a word or expression sound more refined or polite. Euphemisms are commonly used in everyday conversation to avoid using offensive or taboo words or expressions.

The use of a word that is considered polite or otherwise is also determined by the context of the situation. The use of harsh expressions is considered inappropriate in certain contexts and needs to be replaced with more polite expressions so that the change of taste values in conversation takes place from impolite to more polite. The issue of euphemism is a topic of discussion involving sociolinguistics and pragmatics in society. The use of euphemisms in oral and written communication is a symbol of ethical values and norms in social life. In other words, we often use euphemism in communication in our own society, but many of us do it unconsciously and have agreed on euphemism as a good medium of language.

Euphemism is not only a linguistic phenomenon, but also a cultural phenomenon, but also a social phenomenon, which reflects the values, aesthetics, and virtues of society. Euphemism is indirect, pleasant, polite, and mild. And from the knowledge in our minds we may find that euphemism is closely related to taboo. When giving up a taboo word, people will find another word to replace it, which creates a euphemism. tabu its means" sacred and untouchable". The word derives from the dialect of the Polynesian Islands in the Central Pacific Ocean. With the development of society, the term "Tabu" has gradually entered the field of anthropology, ethnology, and sociology, and is widely used. As a result, "Taboo" has attracted public attention, because it is closely related to people's daily life, but also reflects people's social life and psychological value. Taboos have gradually become taboos in all aspects of human life. For example, people's taboos on the names of gods and saints, on people's life, age, illness and death, and on curses and curses.

In The Attempting Discussion of English Taboos, the author Zhuang Hecheng divides taboo words into three categories: profane words, obscene words and words against good taste. Profane words are about deity and religion, and only using them on religious occasions or formal occasions can be accepted completely. Obscene words are much more serious than profane words, and in a sense, obscene words are considered an offense against ethics. Obscene words are often about sexual organs and sexual behaviors, like screw, balls, prick, etc. These words cannot be used for writing and in spoken in any language and any culture for the social convention and traditional concept, not even in the liberated society in the western world. But beyond that, obscene words are also used for strengthening the energy in language or curing and abusing, such as fuck you, bugger off. Another taboo words are those words against good taste, and the typical words are those about excretion, such as piss, shit, crap. The topics refer to caducity, disease, death, poverty , thus some words related to these topics become taboo words.

Taboo and euphemism, as two special linguistic phenomena, are widely found in the languages of countries around the world. Therefore, the two language phenomena— taboo and euphemism, are interdependent, and if there is no taboo, then there is no euphemism. The emergence of euphemism has replaced taboo in language. Due to the changes in society and the development of language, there are different taboo words at different times. The existence of taboo words constantly stimulates the emergence of euphemism, and the two complement each other. Therefore, taboo words and euphemisms are variable. To express the desire to go to the toilet, in order to avoid the use of the word directly referring to the toilet, the word lavatory was used as a euphemism, but as time passed, it developed into a taboo word. On this basis, more euphemisms such as bathroom, washroom, restroom have emerged to express this meaning. Another connection between taboo and euphemism is that both have a strong national character, and each nation has a different culture, so it is difficult to ensure that people of different cultural backgrounds will have the same understanding of the same thing. Therefore, for certain taboo expressions between different ethnic groups, there will be different euphemisms to match them.

LITERATURE REVIEW

The facts show that the systematic study of euphemism as a whole as a speech layer, revealing all its speech-inner possibilities, describing its functionalmethodological features, especially its relation to types of euphemism for language, which arises from the demands of a particular speech situation, the meaning of which is often clarified through the text.

M.A.Katsev According to the ontological nature, again euphemistic means There is also a classification:

- 1) Euphemisms that take shape;
- 2) Naturally occurring euphemisms;
- 3) Formed naturally on the basis of stylistic dye (irony or humor).

Linguistics, like the development in every science, finds progress day by day, giving rise to various new trends, directions, new scientific and theoretical views. In fact, human language is incredibly complex, and it is extremely difficult to imagine all its aspects as a whole and at once. Nevertheless, centuries-old experience in the history of world linguistics shows that representatives of different movements considered learning a language to be the most acceptable way and spent their entire lives on this path to visually demonstrate the object of study and its essence. In the leading modern linguistic research centers, the concept of "euphemism" is extremely widely used as a semantic category that shows the meaningful side of communication, increasing the authority of expressed feedback in the communication process. "Euphemism" in Greek, "soft expression" are words that originated as synonyms for words and phrases that were uncomfortable, inappropriate, or rude for the speaker to say.

Lexicographer O.S. Linguistic Dictionary, edited by Akhmanova, interprets euphemism as "A word and phrase without emotional coloring, which seem obscene, rude, impolite to the speaker, can be used instead of their own synonym."¹⁴

D.N.Shmelev also explains that in sync with this content, "a euphemism is an expression that seems inappropriate to the speaker in certain circumstances, extremely harsh, the pronunciation of which is not considered polite, which serves to express the same meaning, softened in order to avoid an inappropriate word."¹⁵

The euphemism serves to avoid naming negative reality, to mitigate the negative impact of such reality, to reduce the negative impact of circumstances that affect human dignity, harm him, express disrespect, contradict moral norms or hidden realities that cannot be directly stated, hidden, hidden; in order to convey, express unpleasant the message is in a more leisurely, gentle form. is used. The language also contains euphemisms generated by the requirement of a certain speech situation, the meaning of which is often clarified by the text. The euphemism is widely used in scientific and formal styles.¹⁶ When we study euphemism through fiction, we can see that it acquires great importance as a stylistic tool. When translating works of art, this fact becomes obvious. Linguists, D.H. In scientific research by Karimova, M.M. Examples of euphemism can be found in scientific articles by Makhmudova on translation. Euphemisms are used not only in literary and artistic works, their application requires great skill from the speaker.

The cultural development of mankind has influenced the development of language, and as culture has grown, euphemisms have also improved. "Therefore, when studying the phenomenon of euphemism, it is necessary to take into account the socio-cultural environment associated with its origin."¹⁷

RESULTS

¹⁴ Лингвистический энциклопедический словарь / О.С.Ахмановой. -2-е изд.,стер. - М : УРСС : Едиториал УРСС, 2004. - 571 с.;

¹⁵ Шмелёв Д. Н. Эвфемизмы // Русский язык: энциклопедия / под ред. Ф.П. Филина, - М.: Советская энциклопедическая,1979

¹⁶ Шомаксудов А., Расулов И., Кунгуров Р., Рустамов Х.,, Узбек тили стилистикаси, Т., 1983.

¹⁷ Крысин Л.П. Эвфемизмы с современной русской речи. Русский язык конца столетия. - М.: ЭКСМО, 1996.

The use of euphemisms varies depending on the situation and purpose. Euphemisms are sometimes used to avoid discussing negative or derogatory topics such as death, sex, or processes beyond the body. They can be done incorrectly and pointlessly, incorrectly and with the aim of confusing or for good, harmless reasons.

In fact, a euphemism is a term or phrase that is used instead of another term that seems forbidden or more rude. Euphemisms allow people to discuss complex ideas without finding them obscene or unpleasant. Writers can come up with euphemisms at any time; there are hundreds of potentials. Here are some typical euphemisms:

1. Bun in the oven: pregnant (pregnant, two layers)
2. We no longer have: dead (dead, deceased)
3. Let go: fired (fired)
4. Plastered: drunk (drunk)

A euphemism is a term or phrase designed to subtly convey something offensive, rude, or undesirable. In both everyday conversation and writing, euphemisms are often used in such a way that listeners don't even notice they're using them. People use different euphemisms, for example, when they express a desire to use the toilet.:

- A go to the bathroom
- □ Use the powder room
- □ Visit a room for little girls or boys
- A go to number 1 or 2

They can be translated into Uzbek as follows:

- Hojatxonaga chiqmoq-hojatga boring
- Use the powder-bo`yanishdan foydalanish xonasi
- Visit the little girls' or little boys' room-qizlar yoki yigitlar tekshiruviga bormoq
- 1-raqam yoki 2-raqamga boring-birinchi yoki xonaga bormoq

A lot of traditional euphemisms are abstract in nature. By using a euphemism—which isn't quite a lie, but still doesn't correctly represent the situation—instead of conveying harsh or rude truths, abstraction enables authors to avoid writing about uncomfortable or insensitive realities. It is an abstraction to say that a lady is "in a family way" rather than pregnant. The drama *The History Boys* by Alan Bennett serves as a literary example of this type of euphemistic interchange:

Dakin: Anybody else, I'd say we could have a drink... Is that a euphemism? It is, isn't it? Have a drink. Saying 'a drink' when you mean something else. Only a euphemism is a nice way of saying something nasty. Whereas a drink is a nice way of saying something nice.

Irwin: I think that's a euphemism, too

In this conversation, "have a drink" is utilized as a stand-in for discussing having sex. The debate also clarifies that euphemisms are not limited to being used to describe negative things, unlike the misconception that many people have when they first hear the word.

Another famous example of abstraction can be found in *The Great Gatsby* by F. Scott Fitzgerald, when Nick Carraway describes where he lives:

I lived at West Egg, the – well, the less fashionable of the two,

Nick is outlining how West Egg and East Egg vary from one another. He is saying that whereas East Egg has more established and even wealthier people, West Egg is home to the newly wealthy. He discusses money using the term "fashionable." In Uzbek language there are no such euphemisms describing where wealthy people live according to their wealth. –East Egg|| can be translated as –eski boylar mahallasi|| and –West egg|| is –yangi boylar mahallasi||.

Euphemism is the expression of a word with a more pleasant expression as a derivative meaning of a taboo word. For example, the word "chayon" was taboo, its use was prohibited. This is a lexical phenomenon. Its meaning was expressed in the word –eshak||.

In the Uzbek language the followings can be used with negative meanings:

- yo'q qilmoq, gumdon qilmoq - to destroy;
- adoi tamom qilmoq - to end;
- bedarak ketmoq - to get lost;
- boshini yemoq - to eat head;
- dunyodan yo'q qilmoq - to repel;
- jonni jannatga (jahannamga) jo'natmoq - to send one's soul to heaven (hell);
- jonini olmoq - to take his life;
- ko'mmoq - to bury;
- mangu uyquga jo'natmoq - to send to eternal sleep;
- Narigi dunyoga jo'natmoq - to send to the afterlife.
- Vafot etmoq-to pass away, kick the bucket, buy the farm

The following euphemisms have almost same meaning in Uzbek language. They are euphemisms for money and career:

- Bringing home the bacon-uyga non keltirmoq;
- Letting someone go-
- In between jobs-ishsiz bo'lmoq
- Breadwinner-oila boquvchisi
- Living comfortably-muammosiz yashash

One of the numerous expressions in the English language that depends on regional or cultural knowledge is euphemism. Idioms, vernacular, slang, and colloquialisms are examples of comparable figures of speech.

Slang is a language in which particular regional or cultural groups understand a term or phrase that has developed from another word. Slang phrases like "bougie," which is reduced from bourgeoisie, and "hangry," which is a combination of hungry and furious, were also included to the dictionary in 2018.

Colloquialism is the use of conversational language in writing. Including slang, vernacular, and euphemisms in your writing will make it more colloquial, even if the word colloquial is, itself, not very colloquial.

Idioms are expressions that acquire a connotation that deviates from their accurate translation. Among idioms are euphemisms. But not all English idioms are euphemisms; sometimes we use them to express ideas that are not meant to be sensitive to a particular circumstance. "At the drop of a hat" is an example of an idiom that is not a euphemism. When someone says it, English speakers see it as an instant task start rather than a surrender to gravity. It's not a euphemism because it doesn't have to deal with a delicate or taboo issue.

CONCLUSION

It can be concluded that there are several reasons why individuals use euphemisms in regular conversation, authors may also employ them in their work for a variety of reasons. These explanations may consist of the following:

- Etymologies are courteous □ Euphemisms give writing color.
- Euphemisms may lead to confusion.
- There may be an emotional charge to euphemisms.

Euphemisms may and need to be the focus of research in cultural studies as well as philology and linguistics, as an increasing number of people in our day and age exhibit hostile conduct.

Because it's difficult to envision someone in the future who disregards the demands of tact, civility, consideration for others, decency, standards of behavior, and etiquette.

To avoid making matters worse, using euphemisms should still be done with restraint and solid foreign language proficiency.

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