

**POLITICAL-DISCOURSE EUPHEMISMS, THEIR PURPOSE AND SOME
EUPHEMISMS USED IN THE ENGLISH PRESS**

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Annotation: This thesis lists what euphemism is and its functions. The thesis also includes some euphemisms found in the English press.

Key words: Euphemisms, communicative-pragmatic features, political media discourse, might, CEO, verbs.

Euphemisms are derived from the Greek word for words and phrases that appear as synonyms for words and phrases that feel awkward, inappropriate, or rude to the wearer. Euphemism serves to avoid calling negative reality, to mitigate the negative impact of such reality, to reduce the negative impact of situations that touch a person's sense of honor, inconvenience him, express disrespect, contradict moral standards or secret realities that cannot be directly stated, to hide and cover them; it is used to convey and express an unpleasant message in a gentler, gentler way.

Euphemistic units are multifaceted phenomena, which allows them to be classified differently based on each sign. After all, individual speech-specific euphemisms are a combination of linguistic and non-linguistic factors, and only the generalization of the results obtained based on these factors allows to determine the individual nature of each euphemism, as well as individual idiolects. Since language is the primary means of human communication, it responds immediately to all changes in society. In the political sphere, as in any sphere of social life, communication plays a very important role.¹

According to the traditional interpretation of euphemism, it is considered as a softening means, a word or expression that replaces what would be indecent and rude for the speaker. When considering the personal sphere, euphemism can be understood as a means that softens some indecent words and thus helps to avoid rudeness. But as soon as we move to the social sphere, the function of replacing an indecent and rude word becomes insufficient, so it is possible and necessary to distinguish several functions of euphemisms that will be essential for both the personal and social spheres.

The main goal that is set by the speaker when he uses a euphemism, whether in interpersonal or social communication, is the desire to avoid communication failures or conflicts and not to cause a feeling of discomfort in communication in the interlocutor.

The next goal of euphemization can be called camouflage, or veiling of certain facts of reality. This function will be more relevant for the social, political and economic spheres.

The initial stage of the analysis of communicative-pragmatic features of euphemisms is the study of their structural and word-formation features. Identification of structural features, basic word-formation models allows a deeper understanding of the process of speech euphemization.

¹Zarifovna, R. N. (2021). Semantic and structural analysis of euphemisms (on the example of English and Uzbek languages). **Web of Scientist: International Scientific Research Journal**, 2(10), 144-147.

Euphemisms can be single-word and multi-word lexical units. Moreover, complete sentences, namely proverbs, sayings, aphorisms and even a whole text can act as euphemisms. However, in political media discourse it is almost impossible to find full-fledged texts of a euphemistic nature.

In American political media discourse, the overwhelming majority of phrases are simple phrases (62%). We can give a number of examples of simple phrases of euphemisms in English: congressman – Member of Congress; God – Higher Power / good God / good gracious; short – vertically challenged; obesity – overweight; bomb – explosive device; illegal goods market – black market and others.

In American political media discourse, the majority of euphemistic vocabulary, 70% of the total number of phrases (social disease – venereal disease; toilet – men's room; prison – correctional facilities), are nominal phrases, where the noun is the main word.

In the following paragraph, the role of euphemism is represented by the modal verb **might**.

«While those percentages might be small, the actions represent millions, millions of people who are getting these notifications. And the Chief of Staff, Denis McDonough, met with some insurance CEO company CEOs today to take issue with that, with these notices, and presumably because they re not providing enough information to customers» (J. Carney, Press Briefing by Press Secretary Jay Carney, 2013).

Speaking about health insurance, J. Carney uses a hedge. He does not name specific numbers, but indicates an approximate amount, thereby saving "face" in case the data he said differs from reality.

Thus, we can conclude that modal verbs are often used in American political media discourse due to the fact that this group of verbs indicates uncertainty and vagueness.

Modal words are also often found in the speech of politicians. Among them, the following groups are distinguished:

- adjectives: possible, probable, un/likely;
- nouns: assumption, claim, possibility, estimate, suggestion;
- adverbs: perhaps, possibly, probably, practically, likely, presumably, virtually, apparently.

Phrases in which the verb is the main word make up 30% of the total number of euphemisms in American political media discourse (to die – to pass away / to be no longer with us; ill – to be in a bad way / to be under the weather).

In summary, modal verbs and some verbs are used as euphemisms in the English press.

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