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REFLECTION OF EUPHEMISMS TO HUMAN LIFE

<https://doi.org/10.5281/zenodo.14759217>

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Abstract

The article demonstrates that euphemisms are an effective linguistic tool that let us respond and manage an uncomfortable circumstance with grace. The speaker alone, however, determines the direction of the discussion and the effect of their remarks. An important factor is the speaker's aim and the assessment of the circumstances. The speaker intentionally manipulates the audience or lessens the potentially harmful impact of their statements by using euphemisms.

Key words

euphemisms, doublespeak, softening the words, taboo words, milder speech

Euphemisms are typically used while discussing delicate subjects since they serve to soften the meaning of a word. They are a crucial component of euphemizing and are referred to as taboos. Different kinds of taboos are described and illustrated in the theoretical section. Due to their great frequency of occurrence in ordinary speech, only the most prevalent topics – such as sex, relationships, food, body parts and bodily effluvia, dying, and disease – are selected. Works by Keith Allan and Kate Burridge served as the basis for the classification of banned terms.

Because other languages sound exquisite, Rawson (1981) claims that the process of producing euphemisms involves stealing terms from other languages, particularly Latin and French. For instance, the French word *lingerie* refers to women's underwear, but Latin is employed mostly in medical phrases that are considered printable, such as *urination*, *copulation*.

Since bad words are not as bad when they are shortened, people cannot be upset because a forbidden term is not fully articulated. This is another category that Rawson (1981) offers. For example, *BD* denotes discipline and bondage, and *Big C* stands for cancer.

The use of each language is moral, religious, historical, cultural, and social. There are words or phrases that are restricted for ethical reasons. Although globalization although the process has accelerated and cultures have become

inextricably linked with each other, different nations have different culture, values, ethics. Cultural imbalances in some cases can be the cause of intercultural conflicts, also Euphemization of speech will help to cultural adaptation and prevent from cultural misunderstanding. For this reason the meaning of euphemisms in each language awareness is an important aspect. For example: the English word *fraudster* means *speculator*; and for women with bad reputation, it is tend to use the euphemisms like *light woman*, *lady of easy virtue*.

Nowadays euphemisms are used in every sphere of our life, in the following example we can see how euphemisms softens the meaning of the sentence: *Banks often blame the victims of fraud, accusing them of being lax with their personal information, which can be used by fraudsters.* (Times, Sunday Times, 2016)

The example given above has the potential of using euphemisms that is, suitable for colloquial, official, scientific, journalistic, artistic style using the given equivalent, at the same time the negative meaning of the denotant can be mitigated and applied appropriately to the same field.

Euphemisms are a cognitive-linguistic method that supportive language reframing therapy can be used to assist verbal abuse victims in rephrasing negative self-perceptions that have been engrained by abusive words. A therapist might advise a client, for example, to use the phrase "learning experience" for "failure." This change in terminology can assist people in seeing failures not as personal failings but as chances for personal development. Euphemisms can assist people in changing the way they talk to themselves by substituting more neutral or positive language for harsh or disparaging remarks. A more sympathetic self-perception may result from this linguistic shift, lessening the emotional burden of unpleasant experiences. These altered viewpoints have the potential to promote better mental health and a more positive self-image over time. Direct, severe, and degrading language are frequently used in verbal abuse, which results in long-lasting psychological harm. The victim's identity and worldview are shaped by internalized terms such as "worthless," "dumb," or "failure" (Young, 2020). Euphemisms could be used in this therapy method to replace these negative self-concepts, enabling people to progressively change how they see themselves in a way that is less damaging and more positive.

In English language, mainly British prefer such phrases as "in a relationship" because it does not directly put the status or sexual preference of a person into formal terms for description, thus ensuring relative secrecy of the matter at hand. The benefit of euphemisms is that they allow people to maintain a certain privacy and delicacy regarding particularly intimate areas of life.

Also, euphemisms are sometimes employed in British vocabulary to downplay the seriousness or discomfort associated with certain conditions in referring to health and illness: *Under the weather* means *ill*; *A wee bit of bother* instead of *having a health problem*; *Feeling off colour* instead of *sick*.

They provide a way out of very detailed, potentially alarming descriptions while also acknowledging someone's health. Another main trait in communications of British people is the use of humor in awkward situations or uncomfortable positions, where euphemisms also play an important role in making light of nervous situations. Many British euphemisms are made to not only mitigate potentially sensitive topics, but also lace them with wit or irony. For example: *to have a laugh* can sometimes refer to doing something for fun or in jest, at other times such phrases will mask even the most serious of feelings or concerns. *A bit of a sticky wicket* is a humorous way of saying someone is in a tricky or sticky situation, which originates from the terminology of the cricket game. Here, humor is utilized in such euphemisms so that it reflects the very British way of keeping things lightweight and positive, even while addressing rather hard-hitting topics. Such euphemisms are that important part of British culture that give them a chance to deal with uncomfortable or sensitive issues more tactfully and politely, according to the very British manner of communication. From death to being fired, from illness to personal relationships, euphemisms blunt the edge of direct expression and allow an individual to maintain social harmony that avoids any form of rude offense. Whether through humor, understatement, or gentle phrasing.

In Russian language we can also come across with the humorous euphemisms. The main purpose of their use is not to mitigate meaning of "convenience", but the desire of the speaker to joke. This communicative situation is characterized by a playing element, so humorous euphemisms are particularly common in the field of youth jargon. The targets themselves are widely used euphemisms, which in most cases are like the targets of humorous euphemisms. Many humorous euphemisms are jargons. The linguistic personality refuses to use the euphemism itself. It is facing the task of implementing comic intensification. In some cases, this leads not so much to the replacement of a decent name, but to the intensification of the value of the emotional fun arrangement. Thus, when using the humorous euphemism of the *public toilet*. The frame of the battle of *Waterloo* with a large number of people is updated in the consciousness, which affects the intensification of the meaning. Cultural differences can greatly influence how euphemisms are understood and appreciated. In one culture, a humorous euphemism may be seen as clever and entertaining, while in another it might be perceived as inappropriate or even offensive. These differences stem from varying societal norms, values, and

language usage, which shape how people interpret and react to euphemistic expressions.

In conclusion, euphemisms are now a crucial component of a language's lexicon. They go through the process of entering and exiting a language's vocabulary, despite being rather stable items. Furthermore, some of the synonyms that were substituted were used so frequently that they underwent lexicalization, and as a result, their euphemistic origin is now undetectable and impossible to guess.

However, the practice of euphemizing is as old as the language itself and is not limited to the previous few decades. There has always been a need for ambiguous, gentle, and indirect language because it is well known that words may cause pain. At first, they only addressed a small number of taboo subjects, like death and sexuality. Over time, they expanded into other areas, and as of right now, they have taken over every aspect of social life. The time we live in is reflected in euphemisms. They are adaptable to changing socioeconomic conditions and new inventions.

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