

SEMANTICS OF EUPHEMISM IN BUSINESS LANGUAGE

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Abstract: This article has been studied as a speech phenomenon designed to reveal the characteristics of euphemisms in speech and to ensure that it is soft and not harsh. The article analyzes not only everyday speech, but also business words and terms.

Key words: Euphemisms, Speech Phenomenon, Business Words, Business Terms.

The techniques of euphemism takes permanent place in the language system, and euphemisation of speech is an actual strategy with the help of which the negative aspects of reality are masked and eliminated, harmonious personal social relations supported between communicants. As is known, a euphemism is a linguistic unit that has semantic uncertainty, allowing mitigating the negative assessment of stigma denotation that has a positive connotation in its significant layer of meaning that does not break true capacity of expression. The method of linguistic and stylistic analysis traditionally is used in the study and analysis of a literary text, but thanks to its universality, it seems to be a convenient means of analyzing knowledge by reading euphemisms in business discourse. O.S. Akhmanova and V.YAZadornova wrote about the universality of linguistics analysis, «in the sense that it applies to any product of speech, regardless of functional style». Linguistic analysis involves the consideration of statements study at three levels: semantic, metasemiotic and linguistic ethical. Here, the first two levels of analysis are the identification of one's own but the semantic content of the word and the expressive semiemotional-evaluative connotations. The third level is associated with identification of lingo-poetic, aesthetic, personal shades, attached to the word and causing the poetic background of artistic piece. When considering works of business discourse, we will have to define the third level of analysis and consider outlining the general ideological content of modern business features, expressed in units of language. The three levels of lingo analysis are related, interacting, inextricably linked. At the semantic level language units are considered in their direct meanings and are studied. The semantics of words' system of lexical meanings, analyzes the ease of word transfer different messages. Expressive connotations that are embedded in the (significate) value of the word are taken into account. For example, in the word dull negative connotation is the inherent. At the level of semantic analysis, euphemisms may not always be possible are identified because they are often expressed by an indirect name and require a relationship to an antecedent, that is, a signifier of what is meant to reveal its meaning, which implies going beyond the semantics of individual words. However, semantic analysis is not sufficient for such a statement. Semantic analysis shows that a word is composed of two right and sizing, wherein the archipema size is of importance, and the differential seed right indicates the action taken over it. So we get the business term optimization of the size of the organization. To justify the term as a euphemism class, it is necessary to move to the next level of metasemiotic analysis. The metasemiotic level of analysis follows from semantic in the sense that the additional content of linguistic units can only be understood in terms of their semantics.

The term metasemiotics is specified in the dictionary of linguistic terms by O.S. Ahmanova as follows: «Metasemiotics is a branch of semantics that studies the use of units of a language in such a way that the content and expression becomes (as a whole, collectively) either the content of a new (meta) expression, or the expression for a new (meta) content. The metasemiotic level of analysis is also necessary because language is a special sign system in which units of different levels «enter» into sign relations and in turn form sign systems. The term «sign system» is specified in the teaching manual «Philology and semiotics» by T.B. Nazarova as follows: the sign system is the «aggregate of units «transmitting», «reporting», «signalling» any type of generalized value». Professor T.B. Nazarova notes that the study of the semiotic properties of language, sign relations in the language is not an end in itself for the philologist, but one of the techniques for learning modern English. Thus, at the metasemiotic level of analysis, we will consider We study the functioning of words in speech, we study the means of expression additional content of linguistic units in speech, paying attention to attention to those connotations that words acquire in the

context of use laziness. There is a disclosure of the adherent properties of words, those special shades of meanings that words acquire in the context of a situation, in while in a different context or in isolation, these connotations can be lost. Metasemiotics implements the function of influence in the language. At the metasemiotic level of analysis, speech or contextual euphemisms. In the above example the term right-sizing acquires euphemistic functions, noticeable in the metasemiotic level. Having a broad abstract meaning of the signification (right-sizing - optimization), with a distinct positive direction laziness, this word in the above example is used in hundred more direct and stigmatic words redundancies. However, melioration is formal, the speaker and the listener understand that we are talking about "reduction", or in the direct name of "dismissal". The connection with the negative denotation is not lost. And, finally, the third level of linguo-stylistic analysis - metametasemiotic allows you to see the ideological background of the statement, a certain generalized image with specific characteristics. The euphemization of business discourse is noticeable in metametasemiotic the level of analysis demonstrates the features of the national language howling picture of the world and human behavior. Let us dwell in more detail on the semantic level of business analysis. non-euphemisms. It is necessary to clarify that semantic analysis is hacked after we have established the belonging of the word to the class of euphemisms. However, as indicated above, to establish such the belonging of one semantic analysis is sometimes not enough, analysis is needed at the next level - metasemiotic, disclosed the meaning of the unit in speech. Therefore, the described analysis business euphemisms, usually occurs after the identification of euphemism. Semantic analysis involves the study of the meaning of linguistic units. We will interpret semantic analysis narrowly, that is, view that part of the content of the meaning of a linguistic unit, which is encoded in a word in a given speech segment. The virtual and actual meaning of the language unit is highlighted. A virtual value is a value that matches the meaning of a word in the language system. It can be described as stretched, indefinite, social and abstract. Under the sociality of virtual meaning Kobozeva understands that people who speak the same language understand the meaning of a given word, it is common for them. Under the characteristics which has abstract meaning is understood that we do not know which of the attributes of the word accounted as actualized outside the context of the situation. In speech, the meaning of the word becomes relevant, since the transmitted information will be specific, for example:

I don't have a bank account; how do you account for the show's success?

The virtual and actual meanings of the dialect are related. A.M. Peshkovsky wrote about this relationship in this way: "We have to distinguish between two images: one that emerges in us when we say a single word, and the other when we say a word with the same word. It is very likely that the former is only a distraction from the myriad of the latter" Next, the structure is both virtual and relevant. Its components are called a denotative, significant, connotative or pragmatic meaning, or a layer by terminology. B.U. Gorodetsky. These semantic layers carry special information about the word. The denotation layer of a meaning, or denotate, is the set of objects in the discourse world that can be called this word. When we say the word accounting, we imagine many accounting practices. Instead of the term, the actual denotate often uses the term referent. A significant layer of a value, or a significate, is how an object or situation is reflected in the speaker's mind. The essence of a word is not that it denotes a thing or relates to a thing, but that it represents some abstraction as a result of a person's cognitive activity. If by the denotation of the word "accounting" we mean all situations connected with accounting practice, then by the signification we mean not situations and not the practices themselves, but those properties thanks to which we can combine different types of accounting practices to class. Accounting practice is also a certain job, and the process of preparing financial statements, and the profession, as well as company cash accounting system (work, process of keeping financial accounts, a system of recording the money value of business dealings, etc). The set of significant signs indicated a word is its signification, the core of its lexical meaning.

Compare the neutral verb dismiss (to give somebody an official permission to leave, to make sb leave - fire) with the verb fire in the value of firing, but with a negative rating component in the connotative layer. Fire - to force somebody to leave their job, to dismiss peremptorily from employment, the deed is usually rapid (to force someone to quit their job; Dismiss without appeal, usually quickly). The euphemistic verb outplace is derived from noun out-placement - the process of helping people find new jobs after they have been made unemployed (the process of helping people who have been laid off to find a new job) by losing the suffix morpheme -men. In morphological terms, a less complex (with less morphic) verb is formed. Consider the semantic composition of the noun outplacement. By applying the method of

component analysis, it can be distinguished by the archipesis of place in the meaning of placing that is to provide a job, the differential semen out, which specifies that the placement is in a different, new location, and -ment, which indicates a specific value. Thanks to the positive connotation of the word outplacement, the new outplace verb is also perceived as having these additional meanings, allowing it to be used in euphemism instead of the direct name dismiss. Words with a positive assessment component in a pragmatic layer of meaning are often euphemisms. Examples include euphemisms, synonymous with dismiss, which lead to holder in his euphemism dictionary: outplace, re-engineer, rightsize, downsize, unassign, dehire, etc. Such words should be distinguished from words in which the estimation value is present in the significante itself, rather than in the pragmatic layer of the value.

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