

Euphemisms Used in the Social Life

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Abstract: *This article is devoted to the study of euphemisms which soften the harsh and rude language. In the article it is analyzed that euphemism can be used in any sphere of life from everyday speech till social language.*

Keywords: *euphemism, political discourse, ritual communication, special words, softening the language.*

Today, politicians and the press are constantly changing the meaning of words and the rules of the game according to the market. Public political discourse is characterized by the manipulation of public opinion to serve the political interests of the dominant clans. The main purpose of public ritual communication is to record its commitment to the political rules of the game and to affirm its social role. Political euphemisms that mask the true meaning of phenomena are also created by means of terms. These are special words with precise meaning, and the audience is divided quite clearly between those who know the exact meaning of the term and those who do not.

The new morality was reflected in language and culture. But the main thing is that the terms have a magical effect on consciousness, having on themselves the imprint of the authority of science. In the opinion of S.G. Kara-Murza, the beautiful term does not seem to people to call any abomination. Such terms include, for example, the word embargoes (S.G. Kara-Murza), creative, glamorous (M.N. Epstein), price liberalization instead of price increases, confrontation instead of confrontation, correction instead of correction, sequestration instead of reduction. Many «old» prohibitions disappeared and «new» appeared: sexism, racism, agiism (ageism), religion, etc.

Euphemisms as a linguistic reflection of the phenomenon of taboo are present in all spheres of human activity (M.N. Potapova). The first chapter notes that the «eternal» problem also remained and remains the search for criteria on which it would be possible to define, identify and describe words with the meaning of a veil and a ban. Traditionally, the concept of euphemism is primarily related to synonymy, which has been the subject of much debate for centuries. Nowadays, words of similar meaning are denoted in linguistic publications by the expression «almost synonyms». These include virtually all kinds of connections between lexicons based on commonality of meaning, such as paraphrasing and euphemisms. The synonym of words, being an intralinguistic phenomenon in the sense that it is determined by the regularities that exist in a language, at the same time clearly depends on the subject matter of the words in question. Every sign system is used to indicate exactly what is outside the system, and the value of the sign is only disclosed outside the system (D.N. Shmelev, U.D. Apresyan, S. V. Lebedeva). Analysis of the studies shows that the work in which the study is discussed can be divided into two groups. Some of the issues are described in theoretical terms, but theoretical considerations are not accompanied by extensive empirical evidence. In others - mainly dictionaries - extensive empirical material is given, but the theoretical provisions according to which this material is collected and organized are not sufficiently convincing.

When we look at the dictionary of euphemisms, we automatically accept the interpretation from which the dictionaries are based. However, the lack of a unified view of the phenomenon of euphemism calls into question that it is the euphemisms that the vocabulary proposes. Part of the dictionaries is therefore accompanied by a preface detailing the author's position on the possibility of euphemistic substitutions. It should be noted that euphemisms arise in the individual's speech activities for the following reasons: the desire to reduce sharper, less active, coarse expression (pelvis, reproductive organs, certain part of water closet); Replacement of an expression that violates the norms of decency; the need for an indirect, concealed description of something (intimacy, specific appearance, mature skin, indelicate dress, unfamiliar dedication, overestimation of his abilities, intellectual level of blondes); Distortion or disguise of the original things which being represented (economical, flaws, destructive, episode,); replacement of archaic tab expressions (Creator, Creator, in costume of Adam and Eve).

In addition to the euphemisms that have become part of the general literary language, there are also occasional and individual-context euphemisms (A.M. Katsev), such as greed, personal indifference instead of corruption, kleptocracy, bourgeois instead of businessmen (examples of V. Dolinsky). In ingenuous discourse, a euphemistic function is realized through «improvement» of the denotate to soften the name of what is embellished or hidden by virtue of accepted in society and/or in a situation of communication of moral norms (blue eyes, grass,). Some researchers believe that the main purpose of euphemisms is to manipulate the human mind which is particularly true of the so-called political euphemistic substitutions of Y.S. Baskova proposes a classification of the ways of creating manipulative euphemisms, based on the principle of taking into account the linguistic level of implementation of euphemistic encryption (graphic, phonetic, morphological, lexico-semantic, syntactic). The reasons for the singling out of euphemisms relate both to the image of the world, to the linguistic picture of the world and to the personal experience of the native speaker.

We believe that euphemisms are extremely sensitive to societal assessments of certain phenomena, unlike the usual vocabulary. Related to this is the historical variability of the status of euphemism in language and speech, which seems to be a successful euphemistic name for one generation, in the next generation can be regarded as a clear and unacceptable coarseness requiring euphemism (L.P. Krisin). The interpretation of euphemisms in modern linguistic literature depends on an understanding of which areas of human life are. The reasons for veiling, which verbal means perform the necessary function. For example, V.P. Moscow distinguishes the euphemism by considering that they are contrasted functionally. The euphemism gave man the opportunity to understand nature against the backdrop of contrast and points to the importance of euphemism, not only as a means of language and speech, but also as a particular way of structuring reality. Modern observations over «**ALIVE**» language indicate that any word can embody a euphemistic function, while new euphemisms are often unrecognizable, only the general meaning of the concept is captured, but full decoding of the privation of the meaning does not occur. It involves a kind of creation of a new language with a certain semantics, a political myth, as a purposeful technology of changing the meaning of words. Using a euphemism to render harmless, the speaker formally implies an action that has helped to avoid harm (damage, damage) and therefore has to be favorably received by the addressee. Although the tabulated denotate (kill) is obvious, the euphemism *to defuse* has a stable positive connotation by forming associations with something useful that stopped the harm (Y. S. Baskova). Indeed, many euphemisms in political discourse should be referred to as words with a high semantic, evaluative potential capable of manipulating human consciousness. It can be concluded that each object or phenomenon of the surrounding world has many properties and different connections, which form in our mind the idea of a given object or phenomenon and can manifest in the situation «for me, here and now». By using a more acceptable word, people reduce the conflict with reality that arises from the ban on certain words.

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