

THE SIGNIFICANCE OF USING EUPHEMISMS IN DIFFERENT FIELDS OF SOCIETY

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Annotation.

The relevance of the study of euphemization is determined by the fact that in recent decades the use of this phenomenon in various genres has been particularly intense. They are becoming unusually widespread in such spheres of activity as: Mass media, etiquette form of communication. Based on this, the history of the formation of this linguistic phenomenon, the use of euphemistic substitutions in real life situations is of particular interest.

Keywords.

Study of euphemization , Mass media, particular interest, etiquette form of communication

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I.R. Halperin puts forward the following definition: “Euphemism is a word or expression used to replace an unpleasant word or expression with a more appropriate one in the generally accepted sense” [1].

V.N. Yartseva gives the following definition: “Euphemisms are – emotionally neutral words or the expressions, used instead of the synonymous with them words or phrases, which are presented to that speaking by indecent, rough or tactless. They also replace taboo and archaic names. By euphemisms are understood also the occasional individual- contextual replacements of some words by others for the purpose of distortion or masking of the authentic essence of that designated” [4]. V.I. Zobotkina considers euphemisms as “paths based on an indirect, polite, softening word or phrase used for pragmatic purposes” [2].

But the most popular, clear determination belongs to Hugh Rison: “... the soft, acceptable allegorical words, utilized instead of the rough, the unpleasant or the offensive ones” [5].

There are several varieties of euphemisms, which are combined into two groups, depending on what is the source of the taboo:

- 1) "Old" euphemisms, which can be designated as "renamed by ban" or taboo words.
- 2) "New" euphemisms, which are characterized by etiquette function, and which may retain the term "euphemism".

All euphemisms are conventionally divided into the following groups:

- ❖ The terms are mostly medical. Medical terms are often based on concepts with extremely negative connotations. So "Terminal Home" (so'nggi qo'nim maskani) - hospice, insane. "Asylum" (psychiatric hospital) - mental home or mental hospital.
- ❖ Race and nationality. The first word, in which amendments were made in America - «Nigger». «Nigger» comes from the Spanish word «negro», which, when translated, means black. Isolated word does not contain negative painting, but nevertheless Africans consider it its extremely offensive, since. Specifically, their ancestors, who were once slaves, thus called. Indians should be called "native Americans". Africans and Asians can be called "Non - whites" [5].

- ❖ Euphemisms that reduce the fear of any taboo or prohibition. For most peoples it is forbidden to start talking about death. The verb "to die" is replaced by "to decease", "to pass away", "to go west". Just like in Russian the word "dead" (мертвец) is replaced by the word "deceased" (покойный). The following euphemisms are considered common variants of the lexeme "devil": "Harry", "Old Nick", "the Old Boy" [3].
- ❖ Age. The word "old" is the most frequently replaced word. Such euphemisms as "mature", "senior", "advanced in years" are considered synonyms for this lexeme.
- ❖ Disadvantages of appearance. The dominant problem throughout the world today is considered to be the problem of "excess weight". The slenderness of women was not always relevant, on the contrary, in the Middle Ages; the fullness of women was considered the standard of beauty. Hence, such euphemisms as: "renoir woman", "of classic proportions" appeared, which remind women that fullness is synonymous with beauty.
- ❖ Fashion factor. The emergence of this group of euphemisms is associated with commercial motives, the desire to attract a client. Also, euphemisms arose that mask the flaws of the figure, such as: "mature figure", "Big Gal", "corpulent", "crummy", "woman's size".
- ❖ The next group of euphemisms is associated with skin imperfections. An example of this group is such words as: "mature skin challenged by natural hormonal changes", "imperfections".
- ❖ Religion. In some countries, the traditional "Mary Christmas" wish is replaced by "Happy Holidays" when addressing people of unknown faith.
- ❖ Social and financial position. The words "poverty", "poor" are almost always replaced by "the needy", "penniless", "deprived", "low-income family".
- ❖ Professions. So, a person who works as a controller at a checkpoint is often referred to as "security". «Collector» (musorshchik) – «sanitation man», «undertaker» (colleague of funeral bureau) – «mortician», «hairdresser» (barber) – «hairstylist» 7. Since in America most professions are originally masculine, they are trying to be replaced by words that are not stylistically colored. Due to this, professions ending in "-man" have the ending "-person": "chairman" - "chairperson", "congressman" - "congressperson".

There are also another group of Euphemisms in English Language which are called "Minced Oaths" (смягченное ругательство). Eased exclamations are a subset of euphemisms used to avoid swearing when expressing surprise or annoyance. "Blimey" in the meaning of "blind me" (to make me blind); "Tarnation" meaning "Damnation", etc.

The euphemistic vocabulary is very mobile, it is constantly under the influence of external factors; it changes, replenishes and represents a noticeable lexical layer that can be interesting not only for students of linguistics, but also for everyone who is fond of English, reading and studying English literature. Euphemisms can and should be the subject of study not only of philology and linguistics, but also cultural studies, since in our time more and more becomes people with aggressive behavior. Since it's hard to imagine the future a person who ignores the requirements of tact, politeness, courtesy to others, decency, rules of conduct, etiquette. However, the use of euphemisms should still be accompanied by good knowledge of foreign languages and self-control, so as not to aggravate the situation.

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