



Ministry of Higher
Education, Science
and Innovation of the
Republic of Uzbekistan



2025
March 29



Pragmalingvistika, funksional tarjimashunoslik va til o'rgatish jarayonlari integratsiyasi

Прагмалингвистика, функциональное переводоведение и интеграция процессов преподавания языка

Pragmalinguistics, functional translation studies and integration of language teaching processes

International Scientific and Theoretical Conference

Section 1: Cognitive science and linguoculturology in modern linguistics.

Section 2: Literary studies and society.

Section 3: Problems of comparative typology and translation studies, modern problems of philology.

Section 4: Integration of information and communication technologies into the language learning process.

for more info



**O‘ZBEKISTON RESPUBLIKASI OLIY
TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

Ingliz tilshunosligi kafedrası

**PRAGMALINGVISTIKA, FUNKSIONAL
TARJIMASHUNOSLIK VA TIL O‘RGATISH
JARAYONLARI INTEGRATSIYASI**

**mavzusidagi xalqaro miqyosidagi ilmiy-nazariy anjuman materiallari
TO‘PLAMI**

2025 yil, 29-mart

Buxoro – 2025

The interplay between linguocognitive and pragmatic properties is essential for a comprehensive understanding of phraseological units. This relationship highlights how cognitive mechanisms influence language use in social contexts. For example, the idiom "to spill the beans" suggests not only the act of revealing a secret but also reflects a cognitive understanding of secrecy and trust within social interactions.

Moreover, the context in which these phrases are used can alter their meanings significantly. In one situation, "spilling the beans" might be perceived as a harmless revelation among friends, while in another, it could lead to feelings of betrayal. This demonstrates how the pragmatic context shapes the interpretation and impact of phraseological units, reinforcing the necessity of understanding both cognitive and pragmatic dimensions.

Conclusion

In conclusion, the linguocognitive and pragmatic properties of phraseological units in English discourse offer valuable insights into the human mental state. These units encapsulate complex emotional and cognitive meanings, serving essential functions in communication. By examining the interplay between these properties, we can gain a deeper understanding of how language reflects and shapes human experiences.

As students of language and discourse, it is essential to appreciate the richness of phraseological units and their role in reflecting the intricacies of the human mind. Engaging with these expressions not only enhances our linguistic competence but also deepens our understanding of cultural and social dynamics in communication. Recognizing the significance of these units can lead to more effective and nuanced interactions in both academic and everyday contexts.

REFERENCES:

1. David W. Carroll. Psychology of Language. Cengage Learning Press. Fifth edition. 2007. P-512.
2. Dörnyei, Z. The Psychology of Second Language Acquisition. Oxford University Press. 2009. P - 356.
3. Rebecca L. Oxford. Teaching and researching language learning strategies. 2013. P - 371.
4. Claire Kramsch. Language and Culture. 2014. P - 71.
5. Lightbown, P. M., & Spada, N. How Languages Are Learned. Oxford University Press. 2013. P-256.
6. Khudoyberdievna, S. Z. (2021). English phraseology and its integration with terminology. *Academicia: An International Multidisciplinary Research Journal*, 11(2), 1618-1622.
<https://www.indianjournals.com/ijor.aspx?target=ijor:aca&volume=11&issue=2&article=265>.
7. Khudoyberdievna, S. Z. (2022). Modern Methods of Translating Phraseological Units. *Eurasian Research Bulletin*, 4, 153-158.
8. Khudoyberdievna, S. Z. (2022). Modern Methods of Translating Phraseological Units. *Eurasian Research Bulletin*, 4, 153-158.
9. Saidova, Z. (2021). Advantages and disadvantages of modular object-oriented dynamic learning environment (moodle) in the system of education. *Центр научных публикаций (buxdu. uz)*, 8(8).

THE EXPLORATION OF EUPHEMISM IN MASS MEDIA

Ro'ziyeva Nafisa Zarifovna

PhD teacher at English Linguistics Department

Bukhara State University

n.z.ruziyeva@buxdu.uz

Abstract: *In this paper we investigate the role of euphemisms in mass media and what it means for defining public opinion by default. Euphemisms are a linguistic way to lessen the blow of painful facts or forbidden topics, giving media some space in which they can talk straight into*

hot issues but in a covered way. Using a media texts textual analysis qualitative finding, this study investigates the manner and actual practice of using euphemism in news writing, advert and also entertainment that how does it informative for consumers or misleading. The results reported here suggest that, although euphemisms may provide a less viscerally uncomfortable space for talking about controversial issues they can also detract from meaning and perpetuate distorted truth. Results of this study underlines an importance of critical media literacy to differentiate and comprehend the nature of euphemistic language in mass media for consumers.

Key words: Mass media, euphemisms, language, public perception, discourse, news reporting, advertising, entertainment, misinformation, media literacy.

Аннотация: В этой статье мы исследуем роль эвфемизмов в средствах массовой информации и то, что они означают для определения общественного мнения по умолчанию. Эвфемизмы являются лингвистическим способом смягчить удар болезненных фактов или запрещенных тем, предоставляя СМИ некоторое пространство, в котором они могут говорить прямо о горячих вопросах, но скрытым образом. Используя качественные результаты текстового анализа медиатекстов, это исследование изучает способ и фактическую практику использования эвфемизмов в новостных статьях, рекламе и развлечениях, как это делает их информативными для потребителей или вводящими в заблуждение. Представленные здесь результаты показывают, что, хотя эвфемизмы могут предоставлять менее интуитивно неудобное пространство для обсуждения спорных вопросов, они также могут отвлекать от смысла и увековечивать искаженную правду. Результаты этого исследования подчеркивают важность критической медиаграмотности для дифференциации и понимания природы эвфемистического языка в средствах массовой информации для потребителей.

Ключевые слова: Средства массовой информации, эвфемизмы, язык, общественное восприятие, дискурс, новостные репортажи, реклама, развлечения, дезинформация, медиаграмотность.

A lot of language works as a weapon, determining opinion and modifying public opinion. And one of the more underplayed, but effective in this tool is euphemism. Euphemisms: euphemisms are everywhere in media discourse, especially newspapers and mass mediated information. This piece debates the idea of a euphemism in mass media and distinguishes why it matters illustrates it through cases of newspaper headlines and by-lines.

Euphemism in media communication plays a few roles. It primarily softens the impact of hard news for readers. Journalists can virtually deliver sensitive topics with a little respect and decorum with words treated as if they applied an umbrella on sex, death etc. But at times this is the same practice that will right lies or gloss over a distress, raising questions for integrity of circumstantial media pieces. In the realm of mass media, many political, socioeconomic and social issues are littered with euphemistic words. Editorial bias influences upon public opinion; and sometimes influence of choice are possible from the use of euphemistic language. Example: Newspapers writing about military conflicts often euphemize the business of killing people. For example, we will find substitute words such as "collateral damage" used by both governments and the media to refer to civilian casualties in war. Headline: "Airstrike Commemorated – Latest Airstrike Results in Community Loss-Minded Mourning" This is a way that the phrase tries to make this tragedy less human, but it is also hiding the iceberg out-thrusting losses causing a powder-sand version of the battlefield. Next in line something about economic slow-downs, here the euphemisms mask the bad news. For instance, in economic recessions newspapers write about "job reductions" rather than "layoffs". The headline "Companies to Reduce Jobs as Economic Hardship Continues" frames the story in a softer light, attempting to take the sting out of labor cuts by painting corporate decision-makers as resigned and not personally accountable.

For crime journalism, soft lies are a convenient way of how the activities of criminals is visualized. For example instead of a robbery, a very written newspaper headline would be "Unauthorized Withdrawal of Funds Directs Business Local business". It avoids the criminality of the act and blurs what would be a violation of law with no redress against the victim.

Most political reporting uses euphemisms for doing the very similar to what we described above. Instead of calling the politician a crook and giving examples of corruption, an article might press: "Misconduct Charge File Eyeballs." By law enforcement this phrasing not only dilutes the significance of what has taken place (thereby protecting a life) it ensures the politician maintains his/her political apron strings if later proved guilty.

Euphemism (especially in the Surgical Discipline) with healthcare, especially end of life is a premium. It shifted a discussion from "assisted suicide" to "medical aid in dying" = "euthanasia", phrasing like "Legislation Introducing Medical Aid in Dying" to help explain to readers by the lens of compassion and choice developing ethical opinions

While careful of words used never to be as normal as we need healing in nursing home, yes but euphemisms come with results. The euphemized vocabulary make for an audience impervious reality to the issues at hand, even with convergence and broadcasting experiences. If language softens the punch of news, it may breed complacency or misinformation. In addition, the subtlety of euphemism may make some readers disbelieve media outlets after as-if sifting the real truth or as-if water washing your clean. A rigorous media practice entails sitting on the fence between sensitivity and openness, so that readers are not sold a bill of goods or left in the dark with regard to important matters.

The power of language, broad-based at its core in mass media — like a newspaper — but it is the means and fashion we encounter our world. Careful management of language, newspapers can frame public debate at times for enlightening the masses or bury essential truths newspapers are beholden to republicize. We must become readers of news with an increasingly sharper eye on the language they use to deliver and create the culture of reading that interprets and demands words as well as an accountable delivery in how we tell stories. In a sea of euphemism, the issue is still to be able to separate out the vocabulary cloud and get at the real stories of importance.

REFERENCES:

1. Allan, K., & Burrige, K. (2006). *Forbidden Words: Taboo and the Censoring of Language*. Cambridge University Press.
2. Holder, R. W. (2008). *Oxford Dictionary of Euphemisms*. Oxford University Press.
3. Rawson, H. (2002). *Dictionary of Euphemisms and Other Doubletalk*. Crown Publishers.
4. Zarifovna, R. N. (2021, April). The Significance Of Using Euphemisms In Different Fields Of Society. In *E-Conference Globe* (pp. 162-163).
5. Zarifovna, R. N. (2021). The viewpoint to the study of euphemisms in different languages and epochs. *ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL*, 11(2), 1600-1605.
6. Zarifovna, R. N. (2021). Semantic and structural analysis of euphemisms (on the example of English and Uzbek languages). *International Scientific Research Journal*, 2(10), 144-147.
7. Zarifovna, R. N. (2021). Semantic and structural analysis of euphemisms (on the example of English and Uzbek languages). *International Scientific Research Journal*, 2(10), 144-147.
8. Zarifovna, R. N., & Farangiz, N. (2024). IMPLEMENTATION OF VISUAL MATERIALS IN TEACHING SECOND LANGUAGE. *INNOVATION IN THE MODERN EDUCATION SYSTEM*, 352.
9. Askarovich, H. A., & Zarifovna, R. N. (2021). Semantics of Euphemism in Business Language. *Conferencious Online*, 19-22.
10. Zarifovna, R. N. . (2022). Theoretical Foundations of the Study of Euphemisms. *Miasto Przyszłości*, 30, 262–264. Retrieved from <https://miastoprzyszlosci.com.pl/index.php/mp/article/view/910>

MUNDARIJA

1 – SHO‘BA: ZAMONAVIY TILSHUNOSLIKDA KOGNITOLOGIYA VA LINGVOMADANIYAT

<i>Alimova M.Kh., Sayimova S.A.</i> Linguocognitive aspects of the concept obligation in the English and Uzbek linguistic cultures	3
<i>Safarov Sh.S.</i> Интролингвистические и экстралингвистические причины фонологической интерференции	8
<i>Rasulov Z.I.</i> Nutqiy faoliyat birliklari tahliliga diskursiv yondashuv	12
<i>Rasulov Z.I.</i> Understanding language as a multifunctional phenomenon in discourse.....	13
<i>Rasulov Z.I., Murtazoyev O.N.</i> Intertekstning zamonaviy tilshunoslikdagi ahamiyati	15
<i>Rasulov Z.I., Shodiyeva D.S.</i> Freyming nazariyasining pragmatik maqsad voqealanishidagi roli	18
<i>Kasimova N.F.</i> Non-Verbal communication as interaction.....	20
<i>Rakhmatova M.M.</i> Figurative Devices: Analysis of expression of implicature in American Literature	22
<i>Saidova M.U.</i> Cognitive Approach on exploring cohesion and coherence	25
<i>Saidova M.U.</i> Kogeziya va kogerensiyani o'rganishda funktsional yondashuv	27
<i>Vakhidova F.S., Kamolova K.</i> Ingliz va o'zbek tillarida aforizmlarning lingvokulturalogik xususiyatlari	28
<i>Saidov X.Sh.</i> The Cognitive laws of the expression of the speech compression in media discourse.....	31
<i>Djumayeva N.D., Baxshullayeva N.</i> Linguocultural analysis of superstitions and rituals related to magic in Uzbek and English	36
<i>Djumayeva N.D., Boboxo'jayeva Z.</i> Linguocultural features of linguistic units	37
<i>Djumayeva N.D., Sultonmurodova D.</i> Pragmatic functions of tense and aspect in English Verbs	40
<i>Karimova S.S., Shamina Y.A.</i> Культурные аспекты понятия «счастье»	42
<i>Davlatova M.H., Asadov A.B.</i> Speech Acts and their sociopragmatic features: the influence of social context and cultural factors	49
<i>Saidova Z.Kh.</i> Linguocognitive and pragmatic properties of phraseological units representing the human mental state in English Discourse	51
<i>Ro'ziyeva N.Z.</i> The Exploration of Euphemism in Mass Media	52
<i>Ruziyeva N.X.</i> Psychological aspects and social consequences of politeness in cybercommunication	55
<i>Ostonova S.N.</i> Stages of development of linguistics and problems of linguacultural development	58
<i>Nazarova N.A.</i> A Linguocultural and stylistic investigation of Anthroponyms	59
<i>Sapaeva S.O.</i> Conceptual Metaphors of time and their analysis in English and Uzbek Literary Texts.....	62
<i>Namozova K.B.</i> Buyuk Britaniyada an'anaviy to'y marosimining izchilligi va o'ziga xosligi.....	64
<i>Jumayeva O.I.</i> O'zbek Lingvomadaniyatida "xursandchilik" hissiyotining ifodalanishi	67
<i>Bobojonova N.J.</i> Изолянистическая теория вокативов: концептуальные аспекты и контекстуальное значение.....	71
<i>Akhmedov J. G'.</i> How "Fire And Water" shape language in English and Uzbek	73
<i>Safarova M.X.</i> Distinctive Features of Inter-Verbal whole-piece communication in Linguistics.....	75
<i>Ziyodullayeva M.E.</i> American Cognition of "Freedom" concept through the embodiment of "The statue of liberty"	76
<i>Abdurasulova K.K.</i> Sociolinguistic concepts and second language acquisition	79
<i>Komilova D.Sh.</i> Ingliz madaniyatida xushmuomalalik-nutq odobi falsafasi	81
<i>Xayrullayeva G.F.</i> The role of cognitive Metaphor in shaping perceptions and worldviews	84
<i>Razzoqova K.</i> Discourse analysis in modern linguistics: a comprehensive overview	87