

TILNING LEKSIK-SEMANTIK TIZIMI,
QIYOSIY TIPOLOGIK IZLANISHLAR VA
ADABIYOTSHUNOSLIK MUAMMOLARI

MATERIALLAR TO‘PLAMI

XV



**O`ZBEKISTON REESPUBLIKASI OLIY TA`LIM, FAN VA
INNOVATSIYALAR VAZIRLIGI**

BUXORO DAVLAT UNIVERSITETI

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To'plovchi va nashrga tayyorlovchi:

M.I.Gadoyeva filologiya fanlari doktori (DSc),

Taqrizchilar:

Davlatova M.X., Buxoro davlat tibbiyot instituti dotsenti, f.f.f.d.(PhD)
Qobilova N.S., BuxDU Ingliz tilshunosligi kafedrasida dotsenti, f.f.f.d.(PhD)

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AN IN-DEPTH ANALYSIS OF EUPHEMISMS AND THE LANGUAGE OF POLITICS

Ruziyeva Nafisa Zarifovna
Doctor of Philosophy in Philological Sciences (PhD)
Department of English Linguistics
Bukhara State University
n.z.ruziyeva@buxdu.uz

Words hold great power especially in the field of politics. Politicians in general and their communicators understand how language can alter the mindset of people and affect what they feel. Etymologically, one of the most interesting features of political linguistics is euphemisms – words or phrases that tend to lessen or hide or raise the significance of an idea or an action. This paper will analyze the importance of these strategies in political discourse and their effects on the broader public sphere, as well as the broader vertical mosaic of democracy.

Euphemisms are phrases used to mask certain words that are seen as harsh, rude, or offensive. The term traces its roots to the Greek word “*Euphemia*” which simply means – to speak nicely. In a nutshell, euphemisms are employed to lighten the weight of the words so that the audience at hand bears no offense. For example, a company may use the term “*rightsizing*” instead of “*firing workers*.” When it comes to a political discussion, such language strategies are used for a multitude of purposes, including political correctness, avoiding liability, or presenting the problem in a more positive manner.

The concept of “political euphemism” first appeared in the ancient Greek linguistic study “*Antiche Rhetorik*”. Modern political

euphemisms have been noticed by linguists since the Vietnam War. In order to create a positive image of the USA and reproduce the most beneficial picture of events, it was developed artificially “sublanguage” - Vietnamese, one of the forms of political euphemisms. Politicians have always employed euphemisms and this can easily be traced throughout different historical epochs, like the “*Great Leap Forward*” campaign in China, which was synonymous with mass starvation, or indeed, the “*Operation Iraqi Freedom*” of America which seeks to sanitize the atrocities of war, Internment camps would be called “*Relocation Camps*” during WWII. These two instances were far more deceptive than the other two, but the trend has not changed even until now, the post-World War 2 has even stepped up euphemism use, more so since the world has become a global village and communication barriers have been eliminated.

History of development of political euphemisms, results of research on the functional motivation of use of political euphemisms, review of lexical sources and examples of their use are described based on the works of Russian 3 and English 4 researchers. Studying the linguistic literature of recent years, some distinct specificities in the study of political euphemisms are traced:

1) The range of genre discourses is expanded in describing the specifics and functioning of political euphemisms (newspaper-publicistic, business, everyday and humorous discourse);

2) The multilingualism of Russian language materials is being studied (the research is conducted in English, German, French, Spanish and other languages);

3) the multiplicity of fields of study political euphemisms (in linguoglossemic, linguoculturological and linguopragmatic aspect).

Cold War language however serves as one of the most well-recognized instances where terms like “*collateral damage*” and “*preventive war*” were first coined, these were simply excuses to justify the barbaric deeds of military operations. Using the politically correct approach is now standard, employed for underlying motives, and talking about policy across left-right divides has become more commonplace than one would hope.

The study of political euphemisms is related to the concept of consideration, by which N.M. Berdov and E.N. Toroptsev mean some “negative denotata trigger” in the context of Eufemia. Considering the

different degree of transformation, the stigmas were systematized by categories “mitigation of the nomination with negative color” and “melioration of denotate with negative color”. The group of political euphemisms aimed at softening the negative-colored nomination include the use of politeness and camouflage. The politeness of political euphemisms is emphasized in works by different scholars, who agree that political euphemisms can exclude the direct nomination of anything.

A.J.Mironina gives clear interpretation that “political euphemisms are pragmatically marked language units whose purpose is rather to disguise the content of the statement” regarding the masking function it could be offensive for the feelings of the addressee.

Euphemisms serve several important purposes in political communication:

1. Framing and Agenda Setting

Euphemisms are essential in framing issues. In the same vein, political actors' use of euphemism is intended to set the agenda and shape how the public understands an issue. In choosing words, political actors can construct the narrative that suits them the most. For example, the phrase “tax relief” shifts the focus of the conversation away from the idea of paying taxes to a form of active abuse that ought to be avoided by all.

2. Evasion of Responsibility

Politicians, too, express themselves through euphemisms in order to avoid the implications of their words and actions. Instead of saying that there were casualties resulting from military action, for instance, governments might explain their terminology by talking about “operations” or “engagements”. The distance that such places allow politicians is exactly what enables them to avoid responsibility, thus achieving the desired effect of lowering public scrutiny but appearing to be morally superior.

3. Narrative Control

Through language manipulation techniques such as the use of euphemism, politicians are able to shape the discourse on problematic issues. For example, the use of phrases such as “*enhanced interrogation techniques*” instead of “*torture*” enables defenders of such measures to claim that they are not unreasonably justified, thereby avoiding the discussion on humanitarian abuse.

4. Psychosexual

Additionally, euphemisms have the potential to alter the psychological level of the audience. By using soft or milder emotions words, politicians can elicit positive emotions. In contrast, “*sacred honor*” invokes nobility and virtue, and “*military intervention*” lacks associations with the brutality of warfare, enabling politicians to defend their actions.

5. Economic Policies

During times of economic turmoil, politicians often resort to euphemistic language to discuss policies that might be unpopular. For instance, “*austerity measures*” sounds significantly more palatable than “*budget cuts*” or “*reduced public services*”. Keywords like “*trickle-down economics*” further frame economic policies in ways that emphasize potential benefits, glossing over adverse effects on lower-income populations.

6. Social Issues

Euphemisms also play a crucial role in debates around sensitive social issues such as reproductive rights or immigration. The term “*pro-choice*” serves as a euphemism for pro-abortion rights, emphasizing autonomy rather than the act itself.

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