

Necessity of Euphemisms in Various Spheres and Ways of Creating Them

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ABSTRACT: This article is about usage of euphemisms in different spheres and the extend of it's needfulness. Here we observe how euphemisms are created and what kind of situations can be foundation to create this kind of words. Political medical marketing are the main fields where on a daily basis euphemize ordinary words for make their speech and conversation more effective and pleasant for that reason in this article above mentioned speres are under the investigation.

KEYWORD: Euphemisms ,doublespeak, connotation, denotation, politician, marketing.

Intruduction

Euphemism is a widely-used language device. It is acknowledged that in every language, there are a certain amount of euphemisms. Euphemisms are used in place of some sensitive, unpleasant, disturbing and taboo topics. Enright stated "A language without euphemisms would be a defective instrument of communication"¹ Hugh Rawson also affirmed "Euphemisms are embedded so deeply in our language that few of us, even those who pride themselves on being plain spoken, ever get through a day without using them"² With the development of the society, more concerns are given to human rights and privacy and our society is becoming more polite than before. Therefore, in order to keep a good impression, people will certainly resort to using more euphemisms. As is alleged, since 1970s, the biggest change in English, especially in American English, is "Return to euphemism". Euphemism has been attracting people's attention for a long time. When people want to talk about some sensitive, unpleasant, offensive or taboo topics and want to be polite at the same time, they would probably use euphemisms. When Adam and Eve began to use "fig leaves" to cover up certain parts of their bodies, human beings have already planted the seed for the use of euphemism. That is why some linguists call euphemisms "linguistic fig leaves". Many linguists, sociologists, anthropologists and rhetoricians have noted the important role that euphemism plays in different aspects of real-world communication.

Main part

The functional classifications of euphemisms found in research literature are rather heterogeneous. Moskvina (2001), for instance, identifies as many as 6 functions of euphemisms in discourse: 1) to stand for names of frightening objects; 2) to stand for names of unpleasant and repulsive objects; 3)

¹ Enright, 1985, p.29

² Rawson, 1981, p.3

to signify something, which is considered indecent; 4) etiquette euphemisms; 5) to camouflage the true essence of the signified; 6) to name Chapter 4. Functions of euphemisms/PC in discourse 119 (embellish the names of) organizations and professions, which are not considered ‘prestigious’

Unlike Moskvin’s (2001), Rawson’s (1981: 1) classification is on the leaner side drawing a twofold distinction between positive and negative euphemisms. His positive euphemisms are motivated by the desire to inflate and magnify, making the euphemized items seem more important and positive than they really are. The negative euphemisms are defensive in nature, offsetting the power of tabooed terms and otherwise eradicating from the language everything that people prefer not to deal with directly. Rawson’s (1981) positive euphemisms include what he refers to as ‘fancy’ occupational titles, used to elevating the status of certain professions, e.g. using custodian for janitor, counsel for lawyer, the many kinds of engineer (exterminating engineer, mattress engineer, publicity engineer, etc.), help for servant, and so forth. His negative or defensive euphemisms are the fear taboo-based replacements referring, for instance, to supernatural beings.

It appears that Rawson’s positive and negative euphemisms are two sides of the same coin as making something more positive and making something less negative/threatening appear to be two dialectic ways of looking at the same mechanism of mitigation of some negative emotional response certain words and expressions can trigger in the audience or some third party. In drawing the distinction between euphemisms based on the degree of their conventionalization and the extent to which interlocutors cooperate in resorting to them, Abrantes (2005) views conventionalized euphemisms as a face-saving strategy resulting from a tacit implicit agreement between conversational participants. The avoided subject is well known to the hearer, who is fully capable of what she refers to as ‘decoding’ the true meaning lurking behind the speaker’s current lexical choice. In such cases, the author argues, the speaker’s choice and the face-saving intention are transparent to the hearer and both discourse partners are glad that there are alternative euphemistic expressions for them to use: the speaker avoids being offensive, the hearer recognizes this purpose and engages in a sort of complicity with the speaker.

Euphemistic expressions for sensitive topics like disease or death, sex or the human body are carefully chosen by speakers in a deliberate attempt to veil something, which they believe can have an adverse perlocutionary effect on the hearer, e.g. the one resulting in hearer holding a certain negative belief regarding the speaker’s face: “the speaker is impolite, insensitive, intolerant”, etc. Such substitutes are ubiquitous in any human language since taboos, which give rise to them, have been found to be a linguistic universal by many researchers (see section 2.1). They function as linguistic shields, are relatively salient on Chapter 4. Functions of euphemisms/PC in discourse 122 people’s minds due to their conventionalized nature (they are marked in their euphemistic function in dictionaries) and, therefore, are easy to find whenever the need to resort to them arises.

The search for the reasons for euphemism concerns what is behind its use. This question is particularly relevant if one keeps in mind the decreasing reputation of the strategy. Kate Burridge (1991) states that despite public hankering for a kind of “no frills”, “say-it-as-it-is” euphemism-free language, humankind would have to change beyond all recognition for the need for euphemism to ever disappear. There is, thus, a need for euphemism. The first evidence of this need is the list of taboo subjects that prevail in contemporary society. Even if they do not have much in common with the magical taboos of ancestral communities, these subjects are socially recognized as inconvenient and require special care in conversation or discourse. The individual speaker looks for a way of dealing with the discomfort they provoke, and euphemism emerges in this context as a means of dealing both with the subjects and with the emotions they cause. The first reason for euphemism is thus of a psychological or expressive nature, and goes back to the inherent negativity of certain items

and of the words used to name them. However, this emotional label is not individual or subjective but rather results from a conventional social judgment. For this reason individually to taboo subjects, but when he is the speaker does not just react compelled to mention them in conversation or discourse, he takes his hearer into consideration as well. For this purpose he chooses a euphemism, a conventionally accepted means of mentioning an emotionally marked subject. Euphemisms are instances of cooperative communication when it is known (later to be referred to as “mutually manifest”, using the notions adopted in Relevance Theory) to the participants that the particular linguistic unit is used in place of another dispreferred one to refer to some unmentionable subject. Such euphemism is a compromise between the need to be accurate and the wish to avoid offence. Whenever such euphemisms are used, both the referent they designate and their concealing intention are transparent to the participants of a communicative act ³

There are so many reasons for using them in our daily speech. All field own words and situations which demands polite way . Especially social affairs always have a nessesity of euphamizing. For instance in Political speeches politicians or speakers should avoid words that can hurt self-esteem or can mention their seperated featured. In some places there are some bans for using a word "negro" and it should be replaced by other alternative euphemisms like "afro-american" or "colored". With the help of euphemisms misunderstanding between citezens and goverment can be avoided .Socio-political sphere includes diplomatist, politicians and military affairs and in most cases they should retush their speech with vivid masks of euphemisms. So it will help to dim the situation Futhermor this was deaply observed by J .Oruel and called "Daublespeak" which was later developed in the enthiclopedia by Devid Crystal "the English language « political language has to consist largely of euphemism question begging and sheer cloudy vagueness Political language is designed to make lies sound truthful and murder respectable, and to give the appearance of solidity to pure win d» ⁴

Beyond these reasons, we can find another reason for the use of euphemism, namely at the linguistic level: the need for a balance between efficiency and expressivity in communication. When the speaker performs a speech act, his main goal is to communicate in the most successful way with the least possible effort. In order to achieve this, he makes use of various strategies, which may be oriented either to his role in the discourse or to the hearer. Speaker-oriented strategies aim at making communication more efficient, by reducing the linguistic effort. This is the case of devices like analogy, metaphor and metonymy. Hearer-oriented strategies in turn seek to ensure a correct understanding by the hearer of what the speaker wishes to express. Therefore, speaker-oriented strategies aim at increasing communicative efficiency, while hearer-oriented strategies are more oriented towards expressivity in communication. Now, how can these two communicative principles provides a trigger the need for euphemism? As we have seen above, euphemism way of speaking about negatively marked subjects without the risk of being offensive, i.e. damaging the face. This implies that there is another possible way of evoking the same subject in discourse, namely by means of a direct designation. However, since the direct designation for a taboo generally gains the same forbidden nature as the subject itself, non-linguistic factors like this psychologically based evaluation create the need for a less harmful alternative. In other words, at first there seems to be a contradiction about euphemism itself, if one considers the principle of efficiency: if there is a direct way to refer to a given subject, there seems to be no reason to replace it by an alternative one. Yet euphemism prevails because it is needed in discourse for the sake of expressivity, just like other ‘superfluous’ devices such as metonymy or redundancy. While these are usually the expressive responses to

³ Abrantes 2005

⁴ David Crystal 1995

rhetorical demands, euphemism results from the emotionally based dissatisfaction with the direct designation.

Also in marketing world euphemisms are widely used for instance in the advertisement of pepsi it's slogan was 'Refresh your world'. The imperative clause, 'Refresh your world', has 'Refresh' as the Material Process accompanied with the Goal, 'your world'.

The clause orders readers to patronize Pepsi®. Yet, 'Refresh' is a connotative tool of conviction in a perception that readers are asked to revitalize their strengths through 'Pepsi'. This means that the beverage is an energizer, which consumption can reinvigorate consumers' bodies. Instead of the advertiser to command consumers to drink the soft drink, the ad instructs recipients with syntactic taxonomies of periodic renewal and reloading. Moreover, 'your world' is metaphorical. 'Your world' is a concept that characterizes human stomach. As such, there is a transfer of meaning from one domain to another ⁵(Enright, 1985; Domínguez, 2005) as a means of pleasing the target audience. Observations also display the nominal group, 'your world', as an ambiguous linguistic organ. As 'your world' points to the consumer's abdomen in a connotative form; it also illustrates the global world as the natural human inhabitant. The substituent seems to create confusion because only educated readers could decode the information in its propriety. The lexical euphemism further reveals concealment and individuality in the following dimensions. The thrilling structure attenuates the pains of hunger in a very polite way; and personalizes 'world' with possessive determiner, 'your', to convey ownership, familiarity and mutuality. 'Your' is a human referent to satisfy essence. The communication also evades the lexicon, drink, with the replacement of 'Refresh' and the text does not mention 'Pepsi' except that its image is positioned vertically on the frame. The goal of the euphemism is to be friendly in order to easily, cleverly and cunningly seduce the public to consumption.

The another sphere for using euphemisms is healthcare. In the context of healthcare, the use of euphemisms is discouraged, as they may distort the meaning of issues that require discussion. There are clear where use of a euphemism, such as sleep with death, will cause confusion and not be helpful. However, a euphemism can be used at to communicate with a such that their understanding of their increases, and their experience is less stressful. The is more likely to occur in a where the has a longer to come to terms with the to their diagnosis, and decisions in to management. When choosing the language for a healthcare a healthcare professional (HCP) will need to balance their openness and clarity in with of the experience and level of distress. Culture can have a large impact on what language is used to describe serious illness. People from a Greek background can be extremely sensitive to issues related to death, dying and cancer⁶ [3]. There can be a desire to protect the sick person from receiving bad news. This is related to the notion that the bad news itself would exacerbate the suffering. There is also concern that the patient may lose hope. In this context, in the Greek culture, many people prefer to use euphemisms such as "that terrible sickness" or "the situation". The role of the Greek Orthodox church is also very important within the Greek culture in determining the behaviour of people as they grieve [3]. Another example includes Aboriginal Australians, who may use the term "finish up" as a euphemism for dying⁷[4].

⁵ ⁵(Enright, 1985; Domínguez, 2005)

⁶ . Taylor A, Box M (1999) Care Guidelines. Canberra Care, Australia.

⁷ 7. Sajiv C (2013) Cultural when providing care to Aboriginal and Torres Strait Islanders (ATSI) for care. Nephrology (Carlton)

CONCLUSION

Overall, Euphemism, as a phenomenon of language, is observed everywhere in all human societies and it is used in all human interactions. Using euphemism is an active pragmatic strategy of speakers in a certain time and a certain situation. It is predictable that euphemism will gain more publicity, legitimacy and respectability. As a matter of fact, euphemism is penetrating every corner of the world through the main channels, as do movies, music, books, magazines, radios and televisions. For example, “mental hospital” (euphemistically referring to a madhouse) and “dental plate” or “denture” (euphemistically referring to false teeth) are now popularized in our everyday conversations. Since euphemism is so important in this world, we should better make a good analysis about it. At the beginning of this dissertation, the definitions are introduced and based on the related literature review; its basic functions are explored from the perspective of sociolinguistics. The analysis of euphemism from a sociolinguistic perspective reveals that euphemism, as a socio-cultural phenomenon, can be better explained by examining cultural and contextual factors that influence it. Language is influenced by culture and is a vehicle of culture. So does euphemism. The magic of euphemisms can only show itself when they are used in communication.

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