



THE ROLE OF EUPHEMISMS IN TODAY'S ENGLISH POLITICAL DISCOURSE.

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***Abstract:** In this article, it has been tried to reveal the notional and significance of English euphemisms in political discourse. Euphemisms as a way of softening our language and avoiding problematic situations can be a very useful tool in politicians' speech in today's English. A significant increase in the use of euphemisms in political sphere has caused some attraction of people recently.*

***Keywords:** Euphemism, political euphemisms, periphrasis, problematic vocabulary, inappropriate message, human communication.*

Probably, from the early beginning of language euphemisms have existed at least in the religious aspect. Gods, whether benign or malign, had been treated with respect to terror. As an example, the Ancient Greek term for the Furies and the Avenging Gods was the Eumenides who was regarded as “the kindly one” or “the good humored lady” in the hope that they might be flattered into being less furious. Etymologically, the Euphemia is the opposite of the blaspheme meaning evil-speaking. Primary examples of taboo words requiring the use of a euphemism are names for deities, such as Persephone, Hecate, or Nemesis. The term euphemism itself was used as a euphemism by the ancient Greeks, meaning “to keep a holy silence” expressing speaking well by not speaking at all. Speaking for the formation of Euphemisms, they may be formed in a number of ways. Periphrasis or Circumlocution is one of the most common – to “speak around” a given word, implying it without saying it. From time to time, circumlocutions become recognized as established euphemisms for particular words or ideas. Since the function of euphemism can reduce unpleasantness of a term or notion, it is estimated as natural

that announcements of governments will often resort them to understand the facts, e.g. student unrest can be used to replace student strike; police action, search and clear, war games are used to substitute for aggression massacre and war exercise. Euphemism entered into the world of world politics with the same intensity as into other spheres of life such as health, sexuality, aging or ethnicity. It is marked by the choice of alternative expressions in place of distasteful or problematic vocabulary, which could cause offence to the audience. One can consider the language of politics seems to be particularly full of euphemisms. It is the nature of politicians to be considerate and tender of people's feelings in order to win their favor. They must avoid words that have unpleasant associations and might be coldly received. Furthermore, the constant consolidation of influence and esteem makes politicians excessively polite. It is obvious that the language of government service of any kind is overwhelmingly euphemistic. Euphemisms in Politics World choice in politics is always a contentious issue. In the case, proposition a proponents of the bill are accused of using loaded and misleading terminology according to some harsh critics. People do not happen to side with the opponents of this bill in this situation. They adamantly oppose affirmative action and believe people should be promoted and hired based on experience and performance not some predetermined "racially equal composition". In Huston, it only applies to publicly funded organizations and institutions yet it still perpetuates the wrong message. if they really want their vote to matter they should understand what position they are taking on propositions. Politicians generally do not cater to the apathetic masses because they infrequently vote. The word choice utilized by the authors of this proposition poses no ambiguity or confusion to me. Affirmative action in certain circumstances has left the recipients of the jobs feeling sense of charity and a certain undermining of the legitimacy of the position. But when they vote they do deserve the right to not be confused throughout the process. Euphemisms make everything sound nice and sweet the way politicians like things to be. Precisely, a more detailed description alluding to the elimination of the employment for minority classes may be a bit more truthful but like or well said euphemisms just sound better in politics.

The researchers proved that usage of euphemisms was characteristics of political Text but their number was relatively limited. One and the same political euphemism were found in articles of different semantic topics. Thus, only most frequently found political euphemisms in articles on each semantic topic were take into consideration. The analysis showed that the articles on political party issues and politicians contain the vast majority of political euphemisms which may imply that politicians contain the vast majority of political euphemisms which may imply that politicians are strongly inclined to use euphemistic language when discussing various issues within the political parties or giving speeches. On the contrary, articles on civil and public services policy showed the lowest number of political euphemisms.

Eventually, language is like the building blocks of a civilization. Without it, an effective and cooperative society simply would not exist. In fact, the same thing may be said about euphemisms, since in politics, the initial function of the language which is to inform and to share knowledge have already been forgotten. Now, it is mostly used to convince someone about something, to impose one's seeing or to make some acts of violence to look more agreeable and reasonable.

However, language is a very powerful tool. Through subconscious ways, it can conciliate or discourage, win over public or cause its resentment. Perhaps it is not so bad that we have euphemisms for different phenomena and some people. This way, in our minds, we have automatically associate them with the respect that they deserve. Even though euphemisms have become an integrated part of our lives, most of us do not pause to consider the importance in which it plays in our perception of the world around us. It is a product of social norms, tradition, culture, and even history. It goes without saying that euphemisms play an important, if not the main, role in creating and reinforcing social preferences and seeing the moral aspect of its leaders.

Today, more and more, while reading a newspaper or listening to some politician's speech, you may never hear of using a particular word or phrase being considered as too direct, harsh, unpleasant or inappropriate language. Hence there is a need and importance of euphemism, especially the ones of political sphere, in our

life. They are used in a variety of situations for numerous reasons, such as, not to hurt anybody's feelings, not to convey unpleasant or inappropriate message, or to make a polite reference to physical or psychological disability of the people. Thus, it is obvious, that euphemisms are now used in almost all fields of our life, but seem to be especially significant for politics, being an appropriate language form create by people to achieve an ideal communicative effect in the social interactions.

As Enright D.J. stated, "If euphemism doesn't exist", the movement of the world will stop and it will be filled the hatred" [2;17]. Euphemism develops while the society develops. If we make good use of this language form, it will accelerate and facilitate human communications. But in politics it acquires some specific functions, especially, if one speaks about such topics as war and its victims.

Politicians may use such a form of introduction information in an effort to avoid antagonizing the political opposition or to avoid remaining people that war puts human lives at risk. Talking about troops (or during the early days of the Vietnam War, "advisers") instead of people in military services helps justifying their use in war times; they seem less like human beings when we refer to them with such words. Nor does the phrase "civilian casualties" fully illustrate the human toll of warfare. In contemporary conflicts, there is rarely a separate battlefield, and people with nothing to do with fighting are often injured or killed. Using such words helps one to talk about difficult topics- those for which emotions run high and that public may not be able to calmly discuss otherwise. When one distance oneself in this way from a highly emotionally charged situation, public they address to can see that situation from a different light- not necessarily better, just different. So, now it is possible to conclude that the use of euphemisms in politics has a double nature. On the other hand, euphemized language always softens the contents of what we really mean and makes it sound more polite and not so offensive, especially, for vulnerable strata of population. With the help of this phenomenon, a man can express their ideas without worrying that it will insult someone. It facilitates the life of politicians, chairmen and public speakers, as well as lives of all the other people. But, on the other hand, euphemisms are often used as a tool to stretch the truth or to confuse

public by making them thinking about and believing in what is, to say it more euphemistic, not really the point.

The English language is characterized as the one having a vast number of poly-semantic words, which gives its speakers the priority to speak with a “forked tongue” and anyway, to claim for their words to be in possession of the ultimate truth. To conclude, we may say that referring to all the facts and examples mentioned above it is reasonable to claim that euphemisms play a very important to role in both social and political life and may influence greatly the way people see some acts or policies that their government leads.

Reference:

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