SEMANTIC-STYLISTIC ASPECTS OF EUPHEMISMS IN ENGLISH

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A B S T R A C T

This bachelor thesis explores the definitions of euphemisms, their many uses, the connection between euphemisms and dysphemisms, the influence of pejoration on euphemisms, and the possible consequences of expressing indirect or softened language through the use of persuasive techniques. This study primarily examines the usage of euphemisms in the domains of economy and politics, with a particular emphasis on the analytical element. The analysis of these euphemisms is conducted by considering their word count, word class, and similarity in meaning. The research also examines euphemisms delivered through figurative language and euphemisms with contextual meanings.

INTRODUCTION

The main objectives of this bachelor thesis are to investigate euphemisms and analyze their utilization in modern English. Euphemisms are indirect comments used as replacements for more harsh ones to avoid unfavorable circumstances, humiliation, or affront. They work in sensitive social areas where direct communication is not suitable, such as subjects concerning death, diseases, or human sexuality. The matter of indirect communication may occur from the viewpoint of the speaker, the audience, or a third party. Euphemisms are used as replacements for socially inappropriate words, such as swearing, blasphemy, profanity, and other objectionable terms. Nevertheless, they can also be employed to augment the perceived refinement of commonplace phrases. Because of their indirect nature, euphemisms can be difficult to understand. When a euphemism has widespread recognition and is frequently used in relation to a sensitive or improper subject, the euphemism's negative connotations cause it to decline in effectiveness. As a result, the euphemism loses its indirect and polite connotation. Stylistic elements, such as figures of speech, can be utilized to implicitly convey euphemisms.

The function and positioning of euphemisms in language. Avoiding direct discussion of difficult or painful things is a strategy that many people find more convenient. They endeavor to replace offensive words with more socially acceptable ones to demonstrate politeness. Persons. Euphemisms are utilized to avoid the use of incorrect language to avoid offending the recipient. According to Enright (2004), the term euphemism originates from Greek and refers to the practice of using positive language. Initially, euphemism functioned

as a term that was less objectionable and only used to substitute illegal language. Later on, the use of euphemisms was extended to include any vulgar, offensive, severe, embarrassing, direct, or otherwise impolite expression. Throughout history, humans have employed euphemisms to tactfully address delicate subjects that were deemed inappropriate to discuss openly, especially in areas related to fear and respect, such as religion and mortality. Alkire (2002) contradicts Enright's view by asserting that euphemisms have their origins in Latin. After the Norman Conquest in 1066, several euphemistic phrases derived from Latin appeared. This was because Latin became the language of the ruling class.

The definitions of euphemisms. "There is little variation in the definitions of euphemisms. Euphemisms are linguistic expressions that are employed as substitutes for more negative or harsh terms, with the intention of softening the impact or tone of the message. Following the referenced source is Holder (2008). A euphemism is a linguistic device employed to replace an inappropriate or offensive language with a milder or more indirect term. Euphemisms, as Horny (2005) defines them, are linguistic devices that indirectly allude to unsuitable, unpleasant, or embarrassing subjects to present them in a manner that is deemed more socially acceptable.Longman's definition of euphemisms, as stated in Longman (2009), includes the consideration of the hearer. A euphemism, according to the dictionary, is a polite phrase used by a speaker to avoid causing the listener to feel shocked, embarrassed, or distressed.

Glone (2003) suggests that a speaker who employs euphemisms is motivated by factors outside the listener's influence. Glone posits the presence of a lexical entity known as "face". The term "face" pertains to the manner in which a speaker presents oneself and communicates their social identity. When it is necessary to refer to a topic that is linked to bad connotations, a speaker can safeguard their standing by employing a euphemism. Allan (1991) incorporates the possibility of reputational damage in his explanation of euphemisms. He defines a euphemism as a linguistic expression used to substitute an inappropriate term with the intention of safeguarding the reputation or dignity of the speaker, listener, or another individual.

Reasons for the Use of Euphemisms. The primary objective of a euphemistic alternative is not only to lessen the impact of a vulgar term. According to Alkire (2002), euphemisms are used to improve communication by using other words or phrases. The author provides an example of the euphemistic term "attorney," which has a more refined connotation in comparison to the word "lawyer." Katamba (Katamba, 2005) agrees that the main objective of using euphemisms is not to avoid inflicting harm on someone. From his viewpoint, people use euphemisms as a strategy to deal with social taboos that are unique to each society. Social taboos are topics that are highly respected by individuals. The phrases that stand out the most are those related to religion, specifically the replacement of the name of God with expressions such as Lord, the King of Glory, and The All-Powerful. According to Holder (2008), individuals replaced the name of the devil with alternative terms like Black Lad, Prince of the Darkness, or Bad Man due to their fear of him. Holder additionally examines euphemisms from a semantic standpoint. He posits that euphemisms maintain their original semantic content, but have acquired a euphemistic connotation through association. For instance, metaphors employed to depict death, such as "to slumber," "to submerge," or "to depart from the land." Euphemisms can be used in both spoken and written communication. According to Crystal (2005), spoken English contains a larger quantity of euphemisms than written English since written language does not incorporate slang or pejorative terms. The presence of profane language in a text is solely conveyed through the use of explicit euphemisms. Euphemisms obscure important events in the human experience. Alego (Alego, 2005) notes that these terms are frequently employed in contexts associated with human distress, such as mortality or illness, but they can also be utilized to depict very emotional events like childbirth.

The investigation discovered multiple semantic roles carried out by euphemisms in English conversation. The functions encompass the reduction of discourse on prohibited or delicate subjects, the promotion of politeness, the management of emotions, and the utilization of indirect language in communication. Each euphemism was determined to fulfill one or more of these objectives, so adding to its semantic complexity.

Euphemisms were classified according to their semantic and stylistic characteristics. The strategies encompass utilizing alternative vocabulary, modifying phrase construction, employing metaphorical language, and implementing practical enhancements. Each strategy was found to have a distinct stylistic effect on speech, which directly affected the tone and understanding of the euphemism. The study investigated the prevalence and geographic distribution of euphemistic expressions in several realms of communication, including social, political, medical, and linguistic situations. The results revealed disparities in the occurrence of euphemisms across different domains, with specific domains demonstrating more usage as a result of the delicate nature of the subjects being discussed. A study was conducted to examine the variations in the utilization of euphemisms among English-speaking communities of several ethnicities. This study found that variances were influenced by cultural norms, values, and social customs. While certain euphemisms were universally comprehended, others exhibited cultural particularity, emphasizing the ever-changing character of euphemistic language. The study examined the semantic evolution of euphemistic idioms across time, evaluating alterations in meaning, connotation, and public acceptance. The data demonstrated how euphemisms evolve through socio-cultural changes, reflecting shifting perspectives on sensitive topics and a heightened awareness of language The findings highlight the practical importance of use euphemisms to enhance successful communication, especially in situations that are delicate or controversial. Euphemisms function as linguistic instruments to uphold social cohesion, navigate interpersonal connections, and navigate delicate subjects with finesse and diplomacy. This study examines the many types of euphemistic language and emphasizes their influence on the tone and level of formality in communication. The choice to employ euphemistic language is determined by semantic factors and stylistic inclinations, which are subsequently impacted by the surrounding circumstances, target audience, and communicative objective. Euphemisms function as verbal indicators of societal norms, values, and power dynamics, revealing wider social attitudes towards sensitive topics and cultural limitations. Through the analysis of euphemisms, scholars can obtain valuable knowledge about the social and cultural dynamics of English-speaking societies and the complexities of language patterns. The ethical dimension of using euphemisms is a fundamental factor in the analysis of language. Although euphemisms can have functional and aesthetic benefits, they can also be used to hide the truth, spread false information, or conceal authoritarian beliefs. Comprehending the ethical consequences of employing euphemistic language is crucial for fostering transparency, integrity, and ethical communication practices.

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