

## **EUPHEMISMS IN ENGLISH: THEIR TYPES AND PECULIARITIES**

Introduction. In daily life, we often get into situations where the direct naming of things can be unpleasant or even offensive. So, euphemisms are an essential component of any language. After all, they help to avoid conflicts, build social connections, and, in general, create a more pleasant atmosphere of communication.

The work aims to analyse the types and peculiarities of euphemisms in the English language.

The appearance and development of euphemisms are relevant in today's world because the world tends to establish equal relations between all nationalities and levels of society.

A significant number of scientists researched the phenomena of euphemisms, including H. Paul, J. Vendryes, and E. Benveniste. Within traditional linguistics, euphemia is considered to be a unique synonym. After all, synonymy serves as a language means of euphemisation and becomes the result of euphemistic renaming. However, despite a large amount of research on euphemisation, there still needs to be more consensus regarding this phenomenon in linguistics [2, p. 71].

The term “euphemism” comes from Greek and indicates polite, indirect expressions that replace harsh, impolite words or phrases and suggest something unpleasant [4, p. 79]. Besides that, euphemism is considered a lexical, hidden strategy. It can deceive a third party into believing that things are worse than they are and also provide moral relief [3, p.68].

The Ukrainian scientist F. Bacevich defined euphemism as emotionally neutral words or phrases that are used instead of synonymous words or phrases

that the speaker deems indecent, harsh, and insensitive [2, p. 72].

Analysis of linguistic literature and material identifies four primary functions of euphemisms: the politeness function that makes the language more pleasant, respectful, and acceptable in various social contexts. The taboo function allows for replacing indecent or undesirable things with other expressions. The function of obfuscation is used to mask or distort the fundamental nature of a process. Such euphemism is usually used for political purposes. Last but not least, there is an etiquette function that allows for avoiding direct reference. It relates to obscene professions, unhealthy habits, and racial issues [2, p.73]

The following groups of euphemisms are typical of the English language:

- *age group* (because the English word “old” is regarded as incorrect, it is replaced by others: mature, advanced in years);
- *appearance; mental and physical capabilities* (any deviations from the norm are expressed through euphemisms. For example, “fat” – overweighed, “mad” – mentally sick);
- *race and nationality* (that it may not use the word “nigger”, instead of it, we should say “Afro-American”);
- *financial situation and social status* (instead of the word “poor” we should say: the needy, socially deprived, low-income family);
- *professions* (many jobs that are needed but not very popular also get fancier names. For instance, “garbage collector” – engineer, “hairdresser” – hairstylist);
- *medical terms*, after all, often indicate simple concepts that do not have positive meanings. For example, an “insane asylum” is a mental home or hospital [1, p.1].

Typically, researchers examine euphemisms at the lexical level. However, modern scientists also distinguish graphic, phonetic, morphological, and rhetorical levels at which euphemisms can be formed. Graphic methods of

euphemisation include omission of part of the word. For instance, “nation” instead of “damnation”, and the method of abbreviation as well: “B. O.” (body odor).

Phonetic methods of euphemisation include avoiding four-letter words or incorrect pronunciation. For example, “darn” instead of “damn”.

Morphological methods include denial and avoidance of the use of the forbidden word. Instead of “He is lazy” we can say, “He is not very motivated”.

So, euphemisms are formed through paraphrase and metaphor at the rhetorical level. The paraphrasing method allows for avoiding taboo words by describing their essence and, for example, using “mentally challenged” over “stupid”. The metaphor method consists of comparing a taboo concept with another non-negative object without using explicit comparatives like “as” or “like” [5, p. 13-14], for instance, using “intoxicate” over “drunk”. That is, such change metaphorically links the intoxication state with the effects of toxic substances.

Conclusion. To sum up, linguistic investigations conclude that euphemisms are integral to any language system and serve various functions: being polite and tactful to manipulating people’s minds. Moreover, the euphemisation phenomenon is dynamic because it is constantly evolving and changing with language. So, understanding the peculiarities of formation and choosing euphemisms allows a more profound sense of human language consciousness.

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