

## PHENOMENON OF EUPHEMISM AND ITS FUNCTIONS IN SPEECH

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### ABSTRACT

This article provides an overview of the historical definition, motives, functions and linguistic tools of euphemism. It also talks about the most effective and common types of euphemisms.

**Keywords:** historical euphemisms, phenomenon of euphemism, synonym, examples, functional euphemisms.

### INTRODUCTION

We use positive words to avoid saying negative words, to minimize and hide the negative impact of situations that affect human dignity, cause discomfort, show disrespect, or violate moral standards. This is called a euphemism, and euphemism is used to convey and express an unpleasant message in a softer way.

The English word euphemism can be traced back for the first time in a book written in 1656 by Thomas Blount, *Glossographia* [Burchfield 1985: 13], and comes from Greek *euphēmismos*, which is itself derived from the adjective *euphēmos*, of good omen (from *eugood*, and *phēmi*, I say). A euphemism consists in replacing the original signifier, perceived as being offensive or unpleasant, by another one; it is often referred to as a veil or a shroud thrown over the signified, as if to conceal it. The word euphemism has roots dating as far back as Proto-Indo-European, the language from which English and many other languages developed. It developed into the ancient Greek *eu-* meaning “good” and *phanai* meaning “to speak.” These were combined to create *euphēmismos*, which meant “to use auspicious words in place of ill-omens.”

A euphemism is an innocuous word or expression used in place of one that is deemed offensive or suggests something unpleasant. Some euphemisms are intended to amuse, while others use bland, inoffensive terms for concepts that the user wishes to downplay. Euphemisms may be used to mask profanity or refer to topics some consider taboo such as disability, sex, excretion, or death in a polite way.

## DIFFERENT VIEWS ON EUPHEMISMS

Euphemization is one of the most imenite tendencies in linguistics Therefore, it is not surprising that in literature there are numerous research works devoted to it Euphemism is a guistic device which dram's linguists' attention again and again and it still remas one of the central problems in Modern English.

Alkars thinks that euphemum have Latin roots and most of them came into the language after the Norman Conquest of England in 1066, when Latin was the main language of the ruling classes and the aristocracy (Allire, 2002). However according to Enright the term "euphemism comes from the Greek language and it means to talk in a correct way" (Euright, 2004). Similarly, Online Etymology Dictionary states that it is originally a Greek word with two parts, vir "en", which mean "good", and "pHEME", which means "speaking" (Online Etymology Dictibuary, 2012)

Euphemiums have been defined by linguis differently. Most linguists mica athir norms of behor to consideration while speaking about the reasons why euphemisms emerge in language. Allas and Burridge, for instance, refer to euphemisms as "deodorizing spray and perfis (Allan & Burridge, 1991). William Lutz focuses on ethical considerations as well and calls the auphein the morality of thetoric" (Luz1987). Crespo Fernandez emphasizes the importance of euphemisms in everyday speech and treats them asform of verbal behavior" (Ferminder, 2005)

Fairclough also consider "euphemism as an everyday, comprehensive phenomenon, which serves a specific, functional purpose in social discourse" (Faclough, 2005) Meanwhile, there are linguists who treat expenses a source of deception. In this cecection. Lacone thinks that euphemises can hide seemingly simple and straightforward words behind deceptive at overly complex ones (Lacone, 2003).

Elena Mies indicates "euphemizing, undoubtedly serves as a linguistic bridge to indirectness fat tends to dominate human communication in the modern era" (Miha, 2005).

LaRocq (2006) aan aihances this opinion, emphasizing that "euphemisms which deal with political, military and commercial concepts can be particularly deceptive and commovential"

## MATERIALS AND METHODS

Euphemisms are also used to mitigate, soften or downplay the gravity of large-scale injustices, war crimes, or other events that warrant a pattern of avoidance in official statements or documents. For instance, one reason for the comparative scarcity of written evidence documenting the exterminations at Auschwitz, relative to their sheer number, is "directives for the extermination process obscured in bureaucratic euphemisms

Euphemisms are used in many situations where speaking plainly just doesn't feel right.

#### Phonetic modification

Phonetic euphemism is used to replace profanities and blasphemies, diminishing their intensity.

Modifications include: Shortening or "clipping" the term, such as Jeez (Jesus) and what the— ("what the hell").

Mispronunciations, such as oh my gosh ("oh my God"), frickin ("fucking"), darn ("damn") or oh shoot ("oh shit"). This is also referred to as a minced oath.

Using acronyms as replacements, such as SOB ("son of a bitch"). Sometimes, the word "word" or "bomb" is added after it, such as F-word ("fuck"), etc. Also, the letter can be phonetically respelled.

#### Pronunciation

To alter the pronunciation or spelling of a taboo word (such as a swear word) to form a euphemism is known as taboo deformation, or a minced oath. Feck is a minced oath originating in Hiberno-English and popularised outside of Ireland by the British sitcom Father Ted. Some examples of Cockney rhyming slang may serve the same purpose: to call a person a berk sounds less offensive than to call a person a cunt, though berk is short for Berkeley Hunt,[10] which rhymes with cunt.

For example, instead of saying someone is obese, we use the term overweight. Instead of saying someone has cancer, we use the term contracted cancer or has been diagnosed with cancer.

The euphemisms are terms used to replace something that we want to express, but may be a little rude or rude to the ears of others. For example: work downsizing (laying off).

Euphemisms are then used to soften or reduce the negative, pejorative or offensive charge that certain words may have. The use of euphemisms thus deals with the great tabu subjects of mankind. Also, so-called "politically correct" discourse has introduced many euphemisms related to race or ethnicity, social, age, and even physical disability into speech.

The use of euphemisms is also present in our daily life. For example: instead of saying the word "died", "he slept in an eternal dream", "passed away", instead of the word "sick" it is possible to say "patient". Euphemisms are associated with the development of customs, cultural level, aesthetic taste and ethnic norms in nations. With the development of the language, its euphemistic layer also develops. New forms of euphemism appear on the basis of new standards of morality and worldview.

Euphemism is a process that takes place in the speech layer of the language - name change is a phenomenon related to the formation of a stylistic semantic group in the

full sense. and reflects the uniqueness of femininity and communication culture. The use of euphemisms with shades of meaning in artistic, scientific, colloquial speech indicates the wide possibilities of the language. In particular, the Uzbek language has about 300 euphemisms for death. Finding an option is important.

### CONCLUSION

At the end of our article, we should say that euphemisms are still important in the process of human speech as an important language tool that positively conveys some negative thoughts to the listener. the cultural environment is a powerful force in shaping how euphemisms manifest in language. Euphemisms mainly serve to replace offensive words with positive (non-offensive) words.

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