

## EUPHEMISMS IN ENGLISH POLITICAL DISCOURSE

*The article is dedicated to the euphemisms' use peculiarities which often occur in English political discourse. Examples of euphemistic nominations that are used to substitute words or phrases thought to be offensive, harsh or blunt are provided.*

**Key words:** *euphemism, English language, political discourse, taboo words, politeness.*

**The subject** of the article is euphemisms' features and their functions in the English political discourse.

**The purpose** of the article is to analyze the usage of euphemisms in the political discourse.

The English language is one of the most widespread languages on Earth. That is the reason why people often talk about English as a global language or lingua franca. It is the international language of business, politics, diplomacy, science, technology, and it expands international trades that bring new countries into contact. Moreover, the English language helps to communicate and interact with other people around us and it links the whole world together. At the same time, due to the long history of formation the English language has developed an extremely rich vocabulary that attracts a lot of linguists and scholars.

Politicians resort to euphemism as a safe way to deal with unpleasant subjects and criticize their opponents without giving a negative impression to their audiences. In this regard, it is important to pay attention to the notion of the euphemisms. First of all, we have to emphasize that euphemism is the generally innocuous word or expression used in place of one that may be found offensive or suggest something unpleasant. Some euphemisms are intended to amuse; while others use bland, inoffensive terms for things the user wishes to downplay. Euphemisms are used to refer to taboo topics (such as disability, sex, excretion, and death) in a polite way, or to mask profanity [1, p. 75].

During the study we have also noticed that the reasons for using euphemisms vary by context and intent, and can include avoiding discomfort in day-to-day social interactions, or at an extreme, evading responsibility for war crimes. [2, p. 51].

Euphemism is often employed in an attempt to make polite reference to physical or psychological disability, though some people argue that while a trend toward ever more euphemistic language seems to accord people so labeled more respect, euphemism can also diminish the public perception of the seriousness of the condition [4, p. 65].

Nowadays euphemisms are also used as a linguistic means to conceal facts and manipulate the audience. It is necessary to understand the contemporary usage of euphemisms by two perspectives, i. e. as a neutral word or phrase that is used instead of a synonymous one which is impolite or politically incorrect; and also as an individual, occasional contextual substitutions aimed at misrepresenting or concealing facts, their real meaning, etc. [3, p. 61]

In the process of the investigation, we have also paid attention to the practical study of the euphemisms in the English language. The euphemism is a polite or mild word or expression used to refer to something embarrassing, taboo, or unpleasant. Euphemisms are especially common in reference to bodily functions and illegal behavior, and to substitute curse words [5, p. 41].

On the other hand, euphemisms are widely used in everyday speech by politicians. Now its usage is unconsciousness, due to the fact that people are polite and often prefer to soften their speech with a mixture of abstraction, metaphor, slang, and

understatement that offers protection against the offensive, harsh or blunt. Euphemisms range promiscuously, from diplomacy («*the minister is indisposed*» in the meaning he «*won't be coming*») to the relations («*to cheat on somebody*»). But it is possible to attempt a euphemistic taxonomy. One way to categorize them is ethical. Some euphemisms do distort and mislead, but some are motivated by kindness [6, p. 54–55].

Euphemism boasts a long history. Everything began from taboo words and the way people tried to find other words to say things, which were forbidden to pronounce due to the principles of morality or some religious beliefs.

Euphemisms may be used to amuse, downplay the severity of a situation, or conceal the speaker's embarrassment about something. Euphemisms can develop over time to avoid having to say a particular word, though sometimes euphemisms themselves become taboo once they are closely associated enough with the offensive concept. For example, «*The Prime Minister went away last Tuesday. Everybody was shocked by this lost* [10].» In the process of the investigation, we have investigated the political discourse of the English language and as a result, we have found a lot of vivid examples of the usage of euphemisms. For example, in the above-mentioned sentence, we have noticed that the euphemism «*passed away*» was used instead of «*died*».

In the following sentence we see that to avoid the misunderstanding and to make the sentence less sharp there was used the euphemism «*correctional facility*» instead of «*jail*». «*After the verdict, the Prime Minister was passed to **the correctional facility*** [9].»

This sentence also presents the study of the euphemism: «*We all were shocked when we heard that the famous politician Robert Harrison has **departed*** [9].» During the research we have also taken into the consideration the previous sentence where the euphemism «*departed*» is used instead of «*died*». Moreover, it is worth analyzing the following quotation that is taken from the political speech: «*All the children here are **differently-abled** and our political party will do everything possible to help them to get better life* [9].» In the process of the study, we have also noticed such an example of the usage of the euphemism. We suppose that it is very suitable because the euphemism «*differently-abled*» is used to avoid the usage of the words «*handicapped*» or «*disabled*».

During the research, we paid our attention to the following quotation: «*The political organization «Charity For Free» is also working with **differently-abled** people in the whole country* [9].» The previous sentence shows the usage of the euphemism «*differently-abled*» in order to show the disability of people. That also means that this euphemism is very important and helps to make the expression more suitable.

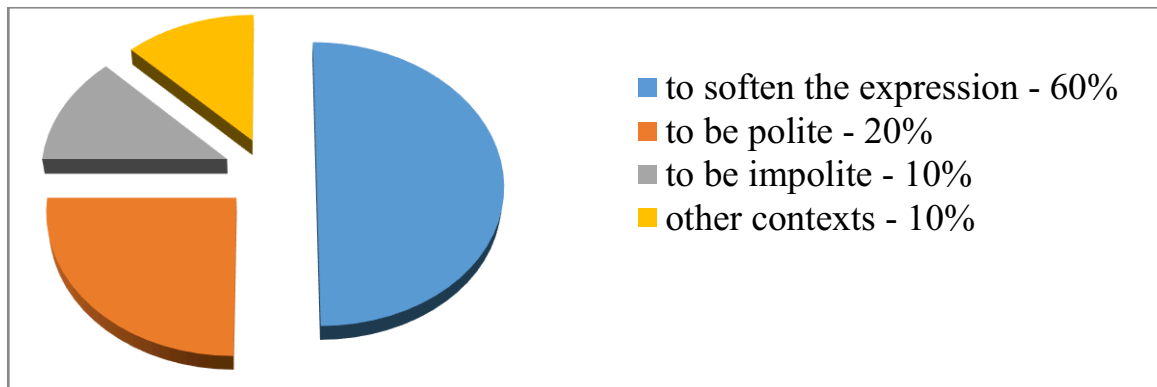
In addition to the above mentioned, it is important to say that politicians often used euphemisms in their political news: «*The car of Prime Minister was **fell off the back of a truck*** [9].» While the research we have also found the above-mentioned sentence in the media discourse. As we can see the euphemism «*fell off the back of a truck*» is used instead of «*stolen*» in this sentence.

In the process of the study, we have analyzed the next sentence: «*Ethnic cleansing was on the territory of Ukraine by the USSR government* [9].» During the research, we have also taken into consideration the prior quotation that was taken from the political discourse. Here, we have seen that the euphemism «*ethnic cleansing*» is used instead of the word «*genocide*». At the same time, the sentence contains the euphemism: «*A lot of Jews were suffered from **the ethnic cleansing*** [9].» Furthermore, in the process of the investigation, we have analyzed the previous quote that presents the usage of the euphemism «*ethnic cleansing*» that is used instead of the word «*genocide*». The next sentence consists of one more vivid example of the usage of the euphemisms in the political discourse: «*The ethnic cleansing brought a lot of sorrow to Ukraine* [9].»

As figurative language plays an essential role in political discourse. We want to pay your attention to the next sentence: «*A lot of young girls we caught because they **turn a trick** [9].*» During the investigation the euphemism «*to turn a trick*» is often used in the English media discourse. We have to admit that in this sentence the euphemism «*to turn a trick*» has the meaning «*to engage in prostitution*». In addition, we have analyzed the following example: «*They were taken to the prison because they have **turned a trick** [9].*» Within the body of research, we can say that this very sentence presents the usage of the euphemism «*to turn a trick*».

In general, we suppose to make a comparative analysis of the euphemisms that were used for different purposes.

### The contexts of the usage of the euphemisms in English political discourse



In the process of the analysis we have concluded that euphemisms mostly were used to make the expressions softer (40 %). At the same time, during the study of the political discourse, we have also found that 20 % of the euphemisms were used in media discourse for being polite. Furthermore, we should point out that only 10% of the found euphemisms were used from the impolite point of view and others 10 % were used for making language more interesting and emotionally colored.

What emerges from this piece of research is that politicians resort to euphemism in order not to give a bad impression to their audiences when approaching controversial or delicate topics. Euphemisms respond to an essential goal in political language: to safeguard the politicians' image and that of the political group they represent. However, we have to admit that euphemisms are everywhere and they often occur in the media discourse for different purposes. In addition, euphemism referring to such delicate topics as death and euthanasia seems to show a true concern and consideration for the feelings of those involved.

In general, euphemism serves different purposes: avoidance of discrimination to disadvantaged groups, concern for people's sensitivity, polite criticism and mitigation.

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## **ВИКОРИСТАННЯ ЛЕКСИЧНИХ ТРАНСФОРМАЦІЙ ПРИ ВІДТВОРЕННІ ВЛАСНИХ НАЗВ В УКРАЇНСЬКОМУ ПЕРЕКЛАДІ РОМАНУ Л.М. МОНТГОМЕРІ «ЕНН З ЗЕЛЕНИХ ДАХІВ»**

*У статті розглядаються питання, що стосуються використання лексичних трансформацій при відтворенні власних назв у англо-українському перекладі.*

*Ключові слова:* лексичні трансформації, транскрипція, транслітерація, калькування.

Слово – це основна одиниця мови, яка являється частиною лексичної системи мови. Семантична структура кожного слова, як лексичної одиниці, є унікальною і неповторною для кожної мови. Відмінності в структурі різних мов створюють вагомі проблеми, які пов'язані із перекладом власних назв.

Актуальність нашої теми зумовлена загальною тенденцією сучасного перекладознавства до вивчення механізмів перекладацьких трансформацій у текстах перекладу загалом та при передачі власних назв, зокрема.

Мета нашої статті – визначення найпоширеніших лексичних трансформацій, які використовуються перекладачами для відтворення власних назв художньої літератури українською мовою.

Уперше теорія перекладацьких трансформацій з'явилась в середині ХХ століття. Л.С. Бархударов [1], В.Н. Комісарів [4], Я.І. Рецкер [7] досліджували питання лексичних перекладацьких трансформацій у своїх працях.

Метою використання перекладацьких трансформацій є забезпечення передачі інформації, що несе текст оригіналу, досягнення такої комунікативної ситуації читачем перекладу, як і читачем оригінального тексту.

Лексичні трансформації обумовлюються використанням нестандартних мовних одиниць на рівні слова у МО. Наприклад, власне ім'я, яке не властиве мові перекладу; термін певної професійної сфери; слова, які позначають предмети, явища і поняття, характерні для іноземної культури, але відсутні, або мають іншу структурно-функціональну впорядкованість у мові перекладу.

Варто зауважити, що словниковий запас мови є не просто сукупністю слів, а системою, що не допускає довільних словосполучень, окремі елементи словника пов'язані один з одним певними лексичними й стилістичними відносинами. Перекладач повинен зробити правильний вибір варіанта, враховуючи особливості МП.

Проаналізувавши класифікації лексичних трансформації трьох науковців, а саме: Л. С. Бархударова [1], В. Н. Комісарова [4], Я. І. Рецкера [7], ми можемо зробити висновок, що до найважливіших лексичних перетворень належать: транскрипція, транслітерація, калькування, генералізація, конкретизація, упущення, додавання та антонімічний переклад. З цих трансформацій для передачі власних назв використовують: транскрипцію, транслітерацію, поєднання транскрипції та транслітерації, калькування.