

EUPHEMISMS AS A SOURCE OF SYNONYMY IN THE MODERN ENGLISH LANGUAGE (ON THE MATERIAL OF JOE BIDEN'S POLITICAL SPEECHES)

A euphemism is a polite word or expression that is used to refer to things which people may find upsetting or embarrassing to talk about, for example sex, the human body, or death [3].

Euphemisms are widely used in the political speeches of various politicians, in particular Joe Biden. Political speeches are a means of solving current problems in the country, reaching consensus and uniting people who have common values. However, one of the main functions of this discourse is instrumental – struggle for power and its preservation, which is closely related to influencing the audience through linguistic means at various levels [4]. Euphemisms play a decisive role, and are used as a source of synonymy in the speeches of the President of the United States, in order to smooth the corners, to choose an appropriate and apt phrase that will not be offensive to any citizen.

V. Pavlutska claims that the function of persuasion is political propaganda, one of the most important functions of political discourse. The speeches of politicians are focused on the consciousness of the public, and political discourse is a very dangerous means of influence, since it is primarily aimed at forming the necessary opinions and views of the authorities in society [5, p. 65].

Euphemism is necessary for effective conflict-free communication, especially in a country like the USA. Leaders in the USA are quite sensitive and harsh towards negative expressions in political speeches. For example, using political euphemisms, such as –undernourishment‖ instead of –starvation‖; the –building up of labor reserves‖ instead of –unemployment‖ allows to completely mask facts that are inconvenient for publication. In this way, the President wants to somewhat hide the real situation, to show it as not so terrible as it is.

–Joe Biden's speech in the Verkhovna Rada: full version‖ and –Remarks by Vice President Joe Biden to The Ukrainian Radal‖ is a speech of the USA President to Ukrainian politicians, which is full of euphemisms as a source of synonymy. Joe Biden used phrase –diverse people‖ instead of –multi-racial‖ in order to very correctly emphasize the diversity of nations that inhabit the USA [1].

The president also uses the political euphemism –Ukrainian Americans‖, not only in this particular speech, but very widely. It is one of the euphemisms that directly exclude ethnicity. In his speeches, he performs a unifying mission, again emphasizing the multi-ethnicity of his citizens, as well as their unconditional equality [2].

Joe Biden used the euphemism –military leaders and clergy‖ to avoid gender discrimination. It is worth noting that the president very often uses euphemisms as synonyms for words to avoid issues of gender inequality, as this issue is acutely perceived by society [2]. The president often uses the word –loss‖ instead of –death‖ to make his speeches less subjective, emotionally biased, or overly sympathetic [1].

Joe Biden very aptly chooses synonyms, which can be considered euphemisms, in many speeches. So, after analyzing his speeches to his citizens, American and world politicians, we can cite the following examples that perfectly show the versatility of the president's speech. –Climate crisis‖ – the term which is used by the president to refer to the urgent need for action to

address global warming and climate change. It can be called –catastrophell, but Biden used to make language more comfortable to listeners. –Freedom to choosell is another example of euphemism Biden used referring to a woman’s right to choose whether to have an abortion or not, rather than using the controversial term –pro-choiceell. –Affordable housingll – Biden’s euphemism for government-subsidized or public housing, which may be seen as a more positive or neutral term. The president’s speeches used to be in formal style avoiding usage of vulgarisms. –Collateral damageell – the phrase which is often used in the context of military operations to refer to unintended civilian casualties. –Special interestsll is really often used by Joe Biden to refer to groups or individuals with particular political or economic interests, more often in a negative connotation [6].

He also impeccably chooses worthy words about his opponents and the former government, aptly presenting the content in a light and non-offensive manner. –The previous administrationll is the euphemism which Biden uses often to refer to the Trump administration without explicitly mentioning Trump’s name. –Undocumented immigrantsll is used instead the term "illegal immigrantsll, which some consider to be dehumanizing. –End of life planningll is a euphemism for discussing end-of-life care and making decisions about medical treatment at the end of someone's life, which is used in a lot of president’s speeches to Americans [6].

So we can conclude that the president widely uses euphemisms for various reasons. The most common are: to avoid the gender issue, to replace concepts of multiracialism which is a hot issue in the USA, to smooth out unpleasant things that can adversely affect public opinion; to make the speech more acceptable and sweeter for the society; to avoid offensive words and bias in speech. President Joe Biden uses euphemisms in political speeches regarding Ukraine to use synonyms to smooth out and put real affairs in Ukraine, military achievements, and international politics in a better light.

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