EUPHEMISMS AND THEIR FEATURES IN TEXT INTERPRETATION

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Annotatsiya
Joriy maqolada so'z ma'nolarini qanday muhokama qilish masalasi muhokama qilinadi. Tarkib so'zining ma'nosi so'z shaklini bog'laydigan va bog'laydigan ma'lum ma'no sifatlarini o'z ichiga oladi. Binobarin, maqola evfemistik iboralarning nazariy quyi tuzilishini kuzatish va ommaviy axborot vositalarining turli xil matnlarida e'lon qilingan siyosiy nutqlar orqali keyingi izlanishlarni amalga oshirishga qaratilgan. Bundan tashqari, maqolada evfemizm tushunchasi, uning pragmatik va kooperatsiya tamoyillari bilan aloqasi, evfemizlash jarayonida maksimlarning buzilishi, matn tilshunosligidagi vazifalari haqida ma'lumotlar ochib berilgan. Material davomida turli tilshunos tadqiqotchilar tomonidan ilgari surilgan turli qarashlar va taxminlar o'rganiladi.

Tayanch so'zlar: Evfemizmlar, so'z ma'nolari, o'ziga xosliklari, sinfga xos to'plam, mazmunli so'z, so'z shakli.

Аннотация: В данной статье обсуждается вопрос о том, как мы договариваемся о значениях слов. Считается, что значение содержательного слова содержит определенные значащие качества, которые устанавливают референцию и связывают словоформу. Следовательно, цель статьи состоит в том, чтобы рассмотреть теоретическую основу эвфемистических выражений и осуществить дальнейшие исследования через политические речи, заявленные в различных типах текстов СМИ. Кроме того, в статье раскрываются данные о понятии эвфемизма, его связи с принципами прагматизма и сотрудничества, нарушении максим в процессе эвфемизации и его функциях в лингвистике текста. На протяжении всего материала исследуются различные точки зрения, предположения, высказанные различными исследователями-лингвистами.

Ключевые слова: эвфемизмы, значения слов, особенности, классоразличительный набор, содержание слова, словоформа.

Abstract: The current article discusses the issue of how we negotiate word meanings. The meaning of a content word is thought to contain certain meaning qualities that establish reference and link a word form. Consequently, the article targets to observe the theoretical substructure of Euphemistic expressions and implement further explorations through Political speeches declared in various types of Mass-Media text. Moreover, the Article reveals data about the notion of Euphemisms, its connection with the Pragmatic and Cooperation Principles, violation of maxims in the euphemizing process, and its functions in text linguistics. Different viewpoints and assumptions suggested by various linguistic researchers are investigated throughout the material.

Key words: Euphemisms, word-meanings, peculiarities, class-distinctive collection, content word, word-form.

Accordingly, most euphemisms are lexical variants of the verboten words they are designed to replace. Observing the linguistic features of euphemisms, in the "Handbook of pragmatics" Schmidt encounters conceptual connections between the verboten words and their euphemisms stating they are typically metonymic and metaphoric. Consequently the Euphemistics' formation is associated with Metonymy which chronically involves a relationship of conceptual congruity, whereby Lakoff(1987) affirms: "we take one well

understood or easy-to-perceive aspect of something to stand either for the thing as a whole or some other aspect or part of it" .

Regarding the term Euphemism which is actually derived from term "Eupheme" referencing to the female Greek spirit of words of praise and positivity. Confirmedly, the term euphemism itself was used by the ancient Greeks with the meaning "to keep a holy silence" meaning speaking well by not speaking at all [ ]. Burridge defines euphemisms as "sweet-sounding, or at least inoffensive, alternatives for expressions that speakers or writers prefer not to use in executing a particular communicative intention on a given occasion."[ ] Additionally, Lutz (2000: 231) defines euphemism as "an inoffensive or positive word or phrase designed to avoid a harsh, unpleasant, or distasteful reality." Considering all of the contributions and explanations of the scholars above, Euphemism is a stylistic device which helps to create an indirect, though clear speech , using a more subtle one to express all kinds of intense or unspeakable discourses, with the help of linguistic expressions to achieve unique rhetorical There is a distinction between a word's dictionary definition and its contextual meaning. Dictionary meanings are those found in dictionaries and mental lexicons; they are the meanings or meanings that members of a linguistic community ascribe to words when they are not in context. The contextual meaning is the meaning assigned to a word by the interpreter in context. It may or may not correspond with the dictionary definition, as seen by the instances above. As a result, knowing the dictionary definitions of words is not enough to interpret them.

It is thought that meaning-construction requires retrieval of a collection of referents, in accordance with the conventional idea that content words that are not proper names with unique references reflect categories of non-linguistic things or processes. Furthermore, it is considered that interpreting a content word in a context entails locating a reference or referents for it. The new meaning must be seen as having long-term worth. This can happen if the new category to which it is linked is viewed as a stable category whose members we frequently want to refer to and for which there is no alternative "name." It may occur even if there is an existing "name" for this category, as long as the new one is seen as a desirable alternative. Euphemisms can be formed in four different ways:

I.   The word formation devices of the target language are used. Comfort station -compounding, sanguinary "bloody" -derivation, SAPFU "military mistake" -acronym for outdoing all prior blunders, and so on.

II.   Foreign terms are introduced: lingerie from French, calaboose "prison" from Spanish calabozo, and sativa "marijuana" from the Latin name cannabis sativa. Classical loans are especially popular because they convey learnedness and matter-of-factness, elevating "the tone" of the term.

III. The objectionable word's form is transformed or altered in accordance with specific rules: divil,divel (instead of devil).

IV. A new meaning is formed for an existing word or word combination: growth "tumor," go to the bathroom "defecate" extra-curricular activities "adultery," ecstasy "amphetamine," infelicities "blunders".

Euphemisms might be entirely contextual, traditional, or obsolete. Nonce-formations are pure contextual euphemisms; conventional euphemisms are euphemisms that were initially contextual but have established themselves and acquired dictionary definitions; dead euphemisms are terms that are still used in the euphemistic sense but have lost their euphemistic potency. Disease, fool, silly, and accident are examples of the latter. Dead euphemisms are distinct from obsolete euphemisms, which are euphemistic phrases or euphemistic meanings that are no longer in use. Needless to say, changes from one sort of euphemism to another are slow, and there are examples of euphemisms that are being considered to being outdated, dead, or conventionalized. The vast majority of cases in this study are, by definition, conventional. It is commonly assumed that regular usage causes significant force loss.

According to I.R.Galperin, a phenomenal Linguist and researcher in stylistics, "Euphemisms are synonyms which aim at producing a deliberately mild effect"(Stylistics,p.173). Seminal contributions have been made to develop the "mild" in other word indirect expressions substituted for one considered to be too harsh or blunt when referring to something unpleasant. Nonetheless, investigating the pragmatic and communicative aspects and influences of euphemistic expressions on the Mass-Media discourse additional studies are required to understand more completely the key tenets of their guidance in the sphere.

In this case, further I'm going to list some peculiarities of pragmatic and cooperation principles. including the principle of cooperation put forward by American philosopher Grice in 1967 and the principle of politeness raised by Leech.

1. The Cooperation Principle

When you talk with other people, you should make your speaking as is required. In actual communication, the speaker usually means a lot more than what he is said. H.P. Grice thinks that the production of speaking must be governed by some rules. This is what he calls the Cooperation Principle, which has four maxims: the maxim of quality, quantity, relation and manner. Simply speaking, the Cooperation Principle guides a person that they should say something that is true in a clear and relevant manner. On the one hand, the above four maxims are extremely important in dialogue interactions, because these conversational maxims are necessary to ensure the participants to effectively and rationally use language in the conversation on the basis of cooperation. On the other hand, language users in communication may violate or despise these conversational maxims to achieve their communicative goals.

2. The Politeness Principle

The principle of cooperation explains the relationship between the literal meaning and the actual meaning of discourse, but it does not explain why people often violate the principle of cooperation and express their thoughts in an implicit and indirect way to communicate. Hence, Leech proposed the principle of politeness to remedy this deficiency of the principle of cooperation. Leech puts forward six maxims of the Politeness Principle which runs as follows: Minimize the expression of impolite beliefs and maximize the expression of polite beliefs. The politeness principle contains six parts: the tact maxim; generosity maxim; approbation maxim; modesty maxim; agreement maxim and sympathy maxim. Leech, G. N. introducing the principles of pragmatics said that Pagmatic aspects can be divided into two classes: the cooperation principle and the politeness principle[ ].

The pragmatic principles refer to the cooperation principle and the politeness principle. In actual communication, people use pragmatic principles to guide their daily life. Euphemism is a common phenomenon in the history of human beings, and it has been euphemistically expressed in different linguistic societies and at different social levels for some time and has drawn people's attention and focus. In real life, people use euphemistic, elegant, polite words instead of renegade, hurting, vulgar words to make each other feel comfortable and unharmed.

Through observation, it is not difficult to find that euphemism is used in people's daily communication, while the pragmatic principles are used to guide people's communication activities, so the pragmatic principles play a certain guiding role in the use of euphemism. For example, the tact maxim of the politeness principle: Minimize the damage to others and benefit the most. For example, would it possible for you to lend me your watch? That is to say, when you talk to people, you should be strategic. Minimize the damage to others and benefit the most. When you want to lend a watch, you say "would you…" in this way will make people comfortable and feel that you are a polite man, and maybe promise your requirement. Using this expression makes the sentence more euphemistic. That is to say, under the guidance of the tact maxim, people express their ideas more euphemistically. In conclusion, pragmatic principles are the guidance for using euphemism. Take approbation maxim of the politeness principle for another example: Try to reduce the derogation of others, and try to exaggerate the praise of others. For example, "you are really a good teacher!" To see more of the strengths of others in the conversations and to praise others for more praise will make people happy and make the conversation smoother . The approbation maxim guides people to express praises to others, so in our daily life, we try to exaggerate the praise of others. In conclusion, pragmatic principles are the guidance for using euphemism.

Another example, when communicating with others, people try to reduce dislike towards others, and express sympathy for other people's bad situations and let others feel your concern so that they can continue to share with you and promote the smooth progress of the conversation, which is called Sympathy Maxim: Do your

best to reduce your distaste for others and try to exaggerate your sympathy for others. For example, A: "My grandmother died yesterday." B: "I'm sorry to hear that". Under the guidance of the sympathy maxim, people try to exaggerate sympathy for others. In conclusion, pragmatic principles are the guidance for using euphemism.

In a word, under the guidance of the pragmatic principles, people increasingly like to use euphemism to express their ideas, and in real life people use euphemism more often and more smoothly. Hence, the pragmatic principles play the guiding role for using euphemism.

The main function of mass media is to reach out to the masses and provide them with information. In addition to that, it also operates to analyze and observe our surroundings and provide information in the form of news accordingly. As a result, the masses get constantly updated about not just their own surroundings but also around the world. This way mass media spreads and interprets information. For instance, weather forecasts equip people and farmers to plan ahead. Similarly, fishermen get updates about the tidal activities from the news. In addition to this, mass media also strives to keep the fabric of our social heritage intact which showcasing our customs, myths and civilization. Another major product of mass media is advertising. This way people learn about the goods and services in the market. It also spreads social awareness.

The politeness function of euphemism refers to people's consideration of each other's face in communication, and the usage of a more euphemistic expression will not cause the other person to fall into an awkward situation and make the conversation go smoothly. This function complies with the politeness principle. Leech puts forward the Politeness Principle which runs as follows: Minimize other things being equal the expression of impolite beliefs and maximize the expression of polite beliefs. For example, some words involving physical defects or appearance defects generally cause people who are with such defects to be frustrated or disgusted, and even cause inferiority. Therefore, in communication, such words are generally not easy to use, and euphemisms are used instead when necessary or when they have to be expressed.

For example, use the euphemistic expression "mentally deranged" to instead of "mad"; use "slow-witted", "unwise" to instead of "foolish"; use "unable to hear" rather than "deaf"; use "plain-looking" rather than "ugly"; and use "well-developed", "full-figured" rather than "fat" . This function complies with Tact Maxim: Minimize the damage to others and benefit the most. That is to say, when you talk to people, you should be strategic. Minimize the damage to others and benefit the most.

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