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LINGO CULTURAL FEATURES OF EUPHEMISMS OF ENGLISH, RUSSIAN AND UZBEK LANGUAGES

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Abstract: The current article is devoted to the study of lingo cultural features of euphemisms of English, Russian and Uzbek languages. It discusses the differences and similarities of euphemisms in Uzbek, Russian and English languages in the sphere of business, diseases and medicine.

Euphemisms are used to replace social taboos, swearing, blasphemy, profanity and other offensive language, but they can be used just to make a common word sound more sophisticated. For indirect expressing, stylistic means like figures of speech can be used for expressing euphemisms.

Another subject mentioned in the paper is euphemisms that are expressed through figures of speech and euphemisms with a meaning dependent on a context.

Key words: offensive, vague, phenomenon, euphemisms, conventional, association, connotation, social taboo, euphemisation, dysphemisms.

INTRODUCTION

It is more comfortable for people not to talk about unpleasant or embarrassing topics boldly. The endeavor to be polite makes them substitute offensive words by more appropriate ones. The main aim of the use of euphemisms is to avoid unacceptable words in order not to offend receiver. Euphemisms cover essential events of human existence. Alego (Alego, 2005) claims that they often appear in contexts referring to unhappiness of human life, like death or diseases, but they also pertain to very emotive events such as birth.

Allan (Allan, 1991) found out that euphemisms are not represented only by lexemes. He points out that euphemisms, like synonyms, are chosen according to the context. Style and euphemisms are interconnected, in which euphemisms support the intended style and style supports euphemisms. According to him, each expression should be assessed according to a context. It is important to understand the relationship between the word and its context to discuss euphemisms. Context supplies additional information, apart from dictionaries of euphemisms. [1,23]

MATERIALS AND METHODS

According to Enright, the word euphemism originates from Greek, where it means *to speak in a good way* (Enright, 2004). Firstly, euphemism was a softer term used as a substitution for taboo expressions only. Later, the use of euphemisms was enlarged for any vulgar, offensive, harsh, embarrassing, blunt or other indelicate term. The oldest social taboos that made people use euphemisms, occurred in areas exuding fear and respect such as religion or death.[6,45]

Definitions considering euphemisms do not differ very much. Euphemisms are described as more appropriate expressions used as a substitution to not preferred terms. According to Holder (Holder, 2008) euphemism is a vague or uncertain term, which is used to replace an unsuitable or impertinent expression. Horny (Horny, 2005) defines euphemisms as word or expressions that refer indirectly to some unsuitable, unpleasant or embarrassing issue in order to make it seem more acceptable.[8,14]

DISCUSSION AND RESULTS

This part of the article discusses business euphemisms dealt with many areas like employment, advertisement, financing, banking and bankruptcy.

Holder (Holder, 2008) renders many euphemisms in today's English referring to jobs. The reason for that is to avoid offending people working in low positions or people whose jobs are considered as inferior. E. g. the word *agent* is commonly used for elevating the title of a job *press agent* which means publicist, (редактор) *nashriotchi* or the euphemistic expression *exterminating engineer*,

(SES hodimi) which refers to a rat catcher, *sanitation engineer*(санитар инженер) which stands for garbage collector, *hairstylist or beautician*(стилист, stilist) for hairdresser or barber, *unwaged*(без заработной платы, *oylik maoshsis*) for unemployed, *funeral director*(гробовщик, go'rkov) for undertaker, *environmental hygienist* (охранники окружающей среды, *ozodalik posbonlari*) for janitors. There are some words in the English language which belong only to one sex now these words are substituted with euphemisms which don't belong to one sex eg: *spokesperson*(спикер, *spiker*) for spokesman, *camera operator*(оператор камеры, *kamera operator*,) for cameraman, *fire fighter*(служащий пожарной охраны, *o't o'chiruvchi*) for fireman, *mail carrier*(хат ташувчи, *разносчику писем*,) for postman, *executive* or *business woman*(предприниматель, *ishbilarmon*) for businessman, *flight attendant*(борт проводник(ца), *bort kuzatuvchisi*,) for stewardess, *chairperson*(председатель, *rais*) for chairman, *head teacher*(директор, *director*) for headmistress. As it is seen from the examples in the Uzbek and Russian languages there are not the words denoting job expressing only one sex.[7,56-58]

Holder claims that today's English is rich in terms suggesting loss of a job or unemployment, eg. *reduction in force*, *relieve*, *redundant*, *to reduce the headcount*, *to be selected out*, *to seek fresh challenges*,(освободить от должности, *сократить*, *освободить место для молодёжи*, *ishdan chetlash*, *lavozimidan ozod qilish*, *qisqartirish*, *yoshlarga o'rin bo'shatish*) Language of Estate agents contains expressions concealing the negative sides of the house and supporting only the good points. Holder points out that the age of a house is commonly referred to without mentioning the actual year or period. *Georgian house*, *ante-bellum*, *ideal of modernization*, *period property* are often used in evasion of the proper data.[12,9-10]

Another field dealing with euphemisms is according to Holder related to financial problems. In company records could be referred to as *financial difficulties*, *cash flow problem* or *in the red*. Situations when competition threatens

market shares of a company could be called *challenging*(*испытывать финансовые проблемы, moliyaviy qiyinchiliklarga duch kelish*).

Typical example of euphemisms is the language used in advertising. Advertising language provides information which only emphasize positive qualities of a product and conceals the unsuitable facts. According to Burrige (Burrige, 2004), the aim of the language used in advertisements is to influence potential customers. The message is composed in a way that apprehensions can vary and misleading effect is common. Burrige focused on food advertisements and assembled adjectives that are often used in the field. The most frequent are adjectives *new*(*новый, yangi*)*good*(*хороший, yahshi*)*healthy*(*здоровый, soglom*)*perfect*(*совершенный, mukammal*),*fresh*(*свежий, yangi*)*natural*(*натуральный, tabiiy*) and others. Burrige renders the term *Handy package*, which is euphemistic expression for package of the product, which was reduced in size, but the price remains the same. She claims that comparatives like *softer* or *bigger* are often used in advertising without introducing the article which is being compared with the product. According to her, reliability of many advertisements is speculated, because advertisement can be ambiguous.[5,95] Holder (Holder, 2008) claims that bankruptcy today is not such a taboo as it was in the past. In Victorian era, money shortage was seen as a big disgrace and euphemisms for it were comparable to euphemisms standing for death. The arrest for debt was a strongly feared issue in 18th century. Holder adds that euphemisms for bankruptcy and debts are used more today, but the degree of negative connotations has become lower. He provides examples of substitutions for bankruptcy and debts: *negative cash situation* or *cash flow problem*(*трудное финансовое положение, salbiy moliyaviy ahvol, qo'ldan pul qochishi*). The word *poor* can be substituted by the following euphemisms; *low earned*(*малозарбатываемый, pas daromadli*), *differently advantaged*, *socially deprived*(*обделённый обществом, ijtimoiy qoloq*)

English, Russian and Uzbek euphemisms relating to jobs and financial problems.

<i>press agent</i>	nashriyotchi	редактор
<i>sanitation engineer</i>	tozalik posboni	санитар
<i>Hairstylist/ beautician</i>	stilist	стилист
<i>unwaged</i>	Oylik maoshi olmaydiganlar	без заработной платы
<i>in the red</i>	Qiyin ahvolda bo'lmoq	быть в затруднительном положении
<i>as financial difficulties</i>	Iqtisodiy qiyinchiliklar	финансовые трудности
<i>cash flow problem</i>	Naqd pul muammosi	проблемы с наличными деньгами
<i>low encomed,</i>	Past daromadli insonlar	люди с низким доходом

According to Glone (Glone, 2003), a speaker using euphemisms is motivated not only by a hearer. Glone claims that here exists a term "face". "Face" means how a speaker represents himself/herself and signifies his/her social image. In situations, when mentioning a subject Allan (Allan, 1991) agrees that the theme of death is taboo because people have always been scared of dying. In his opinion, the fear is motivated by worries of losing relatives or close friends, people are feared of what will follow after death, frustrated of disgust of the dead body and scared of evil spirits.

Less offensive terms are recreated to show a respect and to give a hope to family members.

Allan (Allan, 1991) renders euphemisms connected with healing of diseases. Often used is the verb *to fight* (*боротся против болезни, kasallikka q'arshi kurashish*) against a disease or in the case of cancer along. [13p56]

Euphemisms connected with medicine

Euphemisms in this field deal with the most serious diseases. Holder (Holder, 2008) claims that medical jargon is often used by doctors instead of generally understandable reference to the illness. Scientific terms are not clearly euphemisms, but the message is indirect and understanding might be doubtful (e. g. *coronary inefficiency*).

Holder (Holder, 2008) claims there are many negatively associated terms in English containing *French*, which is caused by mutual disfavour of the countries. French used with diseases has obvious negative connotations but it is unclear which disease is being discussed, e. g. *French ache*, or *French disease*, (*фраансузкая болезнь, fransus kasallig*)i refers to syphilis. Heart conditions are according to Holder another issue which is covered by euphemistic substitutions. He points out that a bad heart condition or heart attack could be replaced by *cardiac incident*, *cardiac arrest*, *heart problem* (*сердечные проблемы, yurak muammosi*).

Holder argues that meaning of mental diseases could be obfuscated by unmentioned extent of illness. The words referring to mental diseases are not graded. The word mad could mean slight mental disorder but also can be used for more serious mental illness.

The hidden degree of seriousness is euphemistic feature of words like: *off the wall*, *off your gourd*, *off your head*, *off your napper*, *off your rocker*, *off your tree*, *off your trolley* (*крыша съехала, tomi ketgan*) etc.

Parker (Parker, 2007) points out that euphemism treadmill is clearly seen on the words denoting mental diseases. In the beginning of 19th century, words like *idiot*, *imbecile*, *moron*, were euphemisms. The reality denoted by the words brings negative connotations *crusade* is used. He claims that words denoting diseases are intrinsically bad. That is why names of diseases are used dysphemistically. Maledictions are made by the use of disease name in every language.

English, Russian and Uzbek euphemisms dealt with medicine:

mental hospital	ruhiy kasalliklar shifohonasi	больница для душевно больных
aurally inconvenienced	qulogi og'ir	проблемы со слухом
hair –disadvantaged	sochi kam	маловолосый
unseeing	ko'raolmaydi	незрячий
therapeutic misadventure	qo'limizdan kelganini qildik	старались как могли
big-boned, differently sized	suyagi yogon	крупно костный
handicapped	nuqsonli	с недостатком
off your head, off your napper	tomi ketgan	крыша съехала

Euphemisms in context

Euphemisms can be challenging to comprehend without a given context. Mainly figurative expressions are problematic because they are expressed indirectly. There are also words that sound very common, their usage is usually very indirect and they are difficult to be understand unless the context is clear.

Figurative Euphemisms

Some euphemisms are expressed indirectly through figures of speech. The apprehension of figurative euphemisms is difficult unless there is the context given. Figurative euphemisms consist of more than one word and are mostly expressed through metaphors.

Blue-on-blue incidents – a metaphorical euphemism that refers to mistaken shooting at a state's own rows.

Cloudy outlook – a metaphorical euphemism that refers to a bad situation in the area of unemployment.

Hurt home prices – a personification concerning effects of the financial crisis on prices of a real estate.

Long road to recovery – a metonymy referring to the duration of the financial crisis.

Mood of the times – a metaphorical euphemism that indirectly points at the financial crisis and its impacts on economy.

Putting pressure on wages – a metaphorical expression that hides the meaning of cutting the salary. Some euphemistic expressions might have more meanings when they appear alone. Only given context contributes to the apprehension of a particular meaning.

Issue

Issue is very common euphemistic expression, universally used as a substitution for different sensitive topics commonly used in political articles. The word itself is often used as a substitution for armed confrontations (e. g. the nuke issue).

Because the noun issue is very indirect, it can be used in reference to sensitive topics, mentioned in a text for the second time:

Issue, or the issue is used in reference to nuclear plants and extracting oil resources.

Issue could refer to political or economic problems of a state or the relationship of two countries:

It's not just **an issue** between China and US but the word economy as whole.

The word issue can be used as just a one-word expression, or it can be combined with terms that make it more direct:

The nuke *issue* - the issue considering the danger of potential use of the nuclear weapons.

Detainee *issue* – problems of illegal immigrants that were arrested. (e. g. Kuwait try to resolve Guantanamo **detainee issue**.)

The charged **issue** of race – an effort to exclusion of some minorities from their right to elect.

Impact

Another euphemism, the noun *impact* appears mostly in today's economical articles

dealing not only with financial crisis. The word might stay on its own, so a reader is not able to think of a concrete sense, which is generally negative:

Other **impacts** will reduce the revenue.

The word *impact* might appear with words that clarify that there are negative financial impacts:

Transocean feels the **financial impact** from the loss of the nine-year-old floating rig.[12,43-46]

CONCLUSION

As it can be seen from the article euphemisms are indirect expressions, the apprehension of a meaning can be difficult. Once a euphemism becomes known and starts to be used frequently in association with a sensitive or an unsuitable subject, negative connotations cause pejoration of a euphemism, which means the loss of indirect and therefore polite value of the euphemism. From the part concerning the context we can see that the context is crucial for the comprehension of some euphemisms. Those euphemisms consist of one word, but they can appear with a second word that modifies the meaning of the expression. Euphemisms can be also expressed through figures of speech.

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