

EUPHEMISMS: USAGE, FUNCTIONS AND THEIR IMPACTS IN EVERYDAY CONVERSATION IN ENGLISH AND UZBEK LANGUAGES

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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. It explores how euphemisms are used to soften harsh realities, maintain politeness, and facilitate sensitive conversations in various social and professional contexts. The study categorizes euphemisms, discusses their roles in communication mainly in everyday contexts and provides numerous examples from everyday language. The findings highlight the importance of euphemisms in enhancing communication and fostering cross-cultural understanding. The article concludes that euphemisms are versatile linguistic tools.

Keywords: historical euphemisms, phenomenon of euphemism, synonym, examples, functional euphemisms, conversation

Euphemisms are language devices that substitute gentler terms for direct and often harsh ones. The purpose of this approach is to minimize potential offense or discomfort by communicating delicate or uncomfortable topics in a less harsh manner. Euphemisms, according to Allan and Burridge (1991), are a tool for maintaining politeness and controlling social interactions. This phenomena is common in many artistic mediums, including literature and film, as well as in daily conversation. According to Crystal (2003), euphemisms are important because they help to smooth the introduction of crucial plot points, characters.

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 *euphèmos*, which is itself derived from the adjective *euphèmos*, of good (from *eugood*, and *phèmi*, I say). Euphemisms have been defined by linguists differently. Most linguists have taken into consideration while speaking about the reasons why euphemisms emerge in language. Allan 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 euphemism the morality of the rhetoric" (Lutz 1987).

Crespo Fernandez emphasizes the importance of euphemisms in everyday speech and treats them as a form 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. 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".

Euphemisms definitely have a big impact on everyday language. They can soften harsh realities, maintain politeness, or even change how we perceive certain ideas or situations. They can express social sensitivity and politeness by softening negative concepts. Euphemisms are often used to talk about uncomfortable or taboo topics—death, illness, and failure come to mind. For example, saying someone "passed away" instead of "died" makes the topic less harsh. They also assist in avoiding offense, such as certain euphemisms help avoid offense, especially when talking about sensitive topics like race, gender, or class. For example, "differently-abled" instead of "disabled," or "undocumented" instead of "illegal immigrant" can be used in conversation to be more polite. They also express cultural norms as different cultures have unique euphemisms that reflect their societal values and norms, which could be interesting to touch on. For instance, some societies avoid direct confrontation or negative statements, using euphemisms to soften criticism.

The evolution of political correctness often relies on euphemisms to avoid addressing certain groups or making harmful statements. But there's also debate about whether euphemisms are used to hide the truth or just soften language. In the corporate world, euphemisms are frequently used to downplay negative outcomes. For example, "rightsizing" or "downsizing" instead of "layoffs," or "streamlining operations" to refer to cost-cutting measures. Moreover, in wartime, euphemisms like "collateral damage" for civilian casualties or "neutralizing a threat" for killing someone are used to avoid the emotional weight of the actual terms.

Euphemisms can also have a psychological impact on both the speaker and the recipient. Euphemisms can help people cope with uncomfortable situations. For instance, using "passed away" might make it easier for someone to process the idea of death. This could lead to a deeper discussion of how language shapes our understanding and emotional responses. Over time, euphemisms may lose their ability to soften the

harshness of a term as people become more aware of their underlying meanings. For example, "ethnic cleansing" was once a euphemism for genocide, but it has since become recognized as a euphemism for mass violence, and new terms might emerge. On the other hand, euphemisms often carry an ironic or humorous element. For example, calling a toilet "the restroom" or a job you hate "a career opportunity" can have a comedic effect when the true meaning is clear. This adds a layer of complexity to how euphemisms function in everyday speech. Euphemisms have the power to shape how we perceive certain events or concepts. By choosing one word over another, we can shift the emotional tone or even the ethical judgment of a situation. In advertising and media, euphemisms are often used to make products or services seem more appealing. For example, "natural flavors" or "freshly prepared" can make something sound more wholesome than it might actually be.

Euphemisms are often used in daily conversations to discuss delicate, uncomfortable, or otherwise difficult topics. If we analyse the following examples in detail: *Passed away instead of died – this euphemism softens the harshness of death, offering a gentler way to discuss someone's passing. In context: "I was deeply saddened to hear that your grandmother has passed away." *Economically disadvantaged instead of poor – this phrasal euphemism discusses someone's financial situation more gently, emphasizing their lack of financial resources without the negative connotations of "poor." In speech: "The charity aims to provide support for economically disadvantaged families in the community." *On the streets instead of homeless – it describes someone as "on the streets" offering a less harsh way to refer to their lack of permanent housing. In usage: "There are several organizations working to help those who are on the streets find stable housing." *Between jobs instead of unemployed – this euphemism frames unemployment as a temporary and less severe situation, often used to present job loss in a more positive light. To clarify, "I'm currently between jobs, but I'm actively looking for new opportunities." *senior citizen instead of old person – referring to someone as a "senior citizen" shows respect and acknowledges their age without the potentially derogatory connotations of "old." Example: "Senior citizens can receive discounts at many local stores and services." *let go instead of fired – This phrase softens the blow of job loss, making it sound less severe and more considerate. Example: "Due to budget cuts, the company had to let go of several employees. These examples of euphemisms in everyday contexts can be shown as vivid examples of their usage and function in language

To conclude, 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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