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THE CONCEPT AND FUNCTIONS OF EUPHEMISMS IN LANGUAGE

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Abstract
Euphemisms play an important role in social communication, helping to reduce emotional stress and create comfortable conditions for interaction in society.

Keywords: Euphemisms, softening, veiling, direct expression, sensitive topics.

Introduction

Euphemisms have ancient roots and are linked to the development of human speech and culture. They first appeared in archaic societies, where certain words and expressions were considered dangerous or magical. People believed that pronouncing the name of an evil spirit or disaster could cause it to appear, so they replaced these words with safer ones.

For example, in the mythologies of different peoples there were substitutes for the name of the devil or death. In ancient Greece and Rome, euphemisms were used to denote undesirable phenomena such as death, illness, and punishment. The Greeks might say "passage to another world" instead of "death." In Rome, instead of "execution," they might use the expression "act of justice."

In medieval Europe, euphemisms were widely used in religious and social life. For example, people avoided directly mentioing the disease, calling leprosy a "holy disease." During this period, the church and moral norms also influenced the formation of euphemistic language, since direct expressions of many topics related to bodily functions were considered unacceptable.

Over time, euphemisms have become an integral part of language, reflecting changes in culture and social norms. In the 18th-19th centuries, when etiquette and politeness standards were being formed, their use became especially important in diplomacy and secular communication. In the 20th-21st centuries, euphemisms became widespread in politics, business, advertising and the media, serving as a tool for manipulation and speech correctness.

Euphemisms are linguistic expressions that soften or replace words and phrases that can be perceived as rude, unacceptable or undesirable. In media texts, euphemisms play an important role in shaping public opinion, regulating the emotional perception of information and maintaining political correctness. They are used in politics, economics, advertising, social discussions and even in entertainment materials. In addition, euphemisms can serve as a tool for social adaptation and increasing the level of tolerance in society.

Functions of euphemisms in media

Softening negative information. Journalists often use euphemisms in news and analytical materials to smooth over sharp edges. For example, instead of “dismissal” they use “optimization of personnel”, and instead of “military actions” they use “force operation”. Such expressions reduce anxiety in the audience and make the information less harsh. They also help to form a more positive attitude towards various events.

1. Political correctness. In political and public discussions, euphemisms help to avoid discrimination and insults. For example, the word "disabled" is replaced by "person with disabilities", and "homeless" by "person without a fixed abode". This contributes to a more respectful attitude towards socially vulnerable groups. Political correctness in the media also plays an important role in reducing social tension.

2. Manipulation of public opinion. The media, especially in politics and economics, use euphemisms to shift emphasis. For example, tax increases can be presented as "tax system reform", and an economic crisis as "temporary economic difficulties". Such a change in wording allows the authorities to minimize the negative reaction of society. In political PR strategies, euphemisms play a role in managing public consciousness.

3. Commercial appeal. In advertising, euphemisms help create a more positive impression of a product or service. For example, instead of "used car" they use "used car", and instead of "cheap" - "budget". This approach helps to attract customers and increase sales. Euphemisms are also actively used in the HR sphere, when it comes to corporate culture and company presentation. 5. Emotional impact. In fiction and entertainment journalism, euphemisms are used to create a certain mood. For example, obituaries often write "passed away" instead of "died", and cooking shows use the term "alternative meat" instead of "meat substitute", creating a more attractive image of the products. In news about tragedies, the term "death" is often replaced by "loss".

The influence of euphemisms on the perception of information

Euphemisms in the media have a significant impact on public consciousness. They can both reduce anxiety and negative emotions and hide the real state of affairs. For example, in political statements, euphemisms are often used to veil problematic aspects, which makes it difficult to objectively assess the situation. At the same time, in socially sensitive topics, euphemisms help maintain a respectful and neutral tone of discussion.

Some studies in the field of media linguistics show that the constant use of euphemisms leads to a decrease in critical perception of information. For example, the expression "unwanted consequences" instead of "victims" can reduce the emotional response of the audience. At the same time, euphemisms help maintain public peace and stability.

Examples of euphemisms in various fields

1. **Politics**:
   - "Military intervention" → "peacekeeping mission"
   - "Espionage" → "intelligence gathering"
   - "Censorship" → "editorial policy"

- "Protests" → "mass gatherings"

2. **Economy**:
- "Unemployment" → "temporary loss of employment"
- "Default" → "debt restructuring"
- "Corruption" → "opaque financial transactions"
- "Wage cuts" → "optimization of employee income"

3. **Social sphere:**
- "Old man" → "citizen of golden age"
- "Prison" → "correctional institution"
- "Prostitution" → "commercial support"
- "Alcoholism" → "dependence on alcoholic beverages"

4. **Medicine:**
- "Death" → "passing away"
- "Oncological disease" → "serious diagnosis"
- "Mental disorder" → "emotional difficulties"
- "Abortion" → "termination of pregnancy"

5. **Advertising and marketing:**
- "Cheap" → "economy"
- "Used" → "used car"
- "Fast food" → "fast food"
- "Discounted goods" → "special offer"

Euphemisms play an important role in media texts, performing both positive and potentially manipulative functions. Their use requires caution so as not to distort reality, but to maintain a balance between tact and objectivity. In the conditions of the information society, it is important to be critical of the language of the media, analyzing what goals journalists pursue and what meanings are hidden behind soft formulations.

Understanding the mechanisms of the use of euphemisms in the media can help the audience consciously perceive information, distinguish facts from manipulations and develop critical thinking. In the modern world, where information plays a key role, the ability to analyze the language of the media is becoming an important skill for every person. In the long term, this contributes to the formation of a more informed and meaningful society.

Language game in mass media

Language play is an important phenomenon in the modern media space. Mass media use various linguistic techniques to attract the attention of the audience, increase the memorability of messages and form a certain public opinion. Language play is expressed through puns,

neologisms, intertextual references, allusions and other stylistic devices that make the text more expressive and convincing.

With the development of technology and digital platforms, language play is becoming increasingly relevant. Internet media, social networks, advertising campaigns and bloggers actively use non-standard speech constructions to increase user engagement. Language play not only entertains, but also performs an important communicative function, helping to create a certain atmosphere of communication and audience identification. Language play can also be a tool of manipulation, since it helps to shape the audience's opinion and emphasize the desired meanings in the information agenda.

Historically, language play was characteristic of fiction and oral folk tradition. However, in the 21st century, this technique has become widespread and is widely used in political rhetoric, marketing, advertising, and even official government announcements. For example, during election campaigns, politicians use memorable verbal constructions and puns to influence voters. The media space has seen many striking examples of language play, such as corporate slogans, viral Internet memes, and news headlines built on wordplay.

In addition to traditional media, language play is actively developing in the digital environment. Virtual communities, forums, video bloggers, as well as brands and companies use this technique to create a recognizable image and increase audience engagement. For example, advertising campaigns using non-standard slogans and memes contribute to the rapid dissemination of information on the Internet.

1. The concept of language game.

The term "language game" was introduced by Ludwig Wittgenstein and initially referred to the philosophical aspects of language use. In the context of mass media, language game implies the use of non-standard, creative approaches to the formation of messages, which contributes to their better perception and emotional response of the audience.

The main characteristics of language game in media texts:

- Deviation from linguistic norms for the sake of expressiveness.
- Use of irony, parody and other stylistic devices.
- Creation of new words and phraseological units.
- Use of polysemy of words

. Functions of language play in the media

Language play performs several key functions:

1. **Attractive function** – attracts the audience’s attention, making the message more noticeable among the information flow.
2. **Manipulative function** – helps to form an opinion, set certain semantic accents.
3. **Entertainment function** – creates positive emotions in the audience, making the perception of information easier and more relaxed.
4. **Commercial function** – used in advertising and marketing to promote goods and services.
5. **Aesthetic function** – makes media texts more artistic and expressive.

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3. Types of language play in mass media

3.1. Puns and wordplay.

Puns are used in headlines, slogans and advertising texts because they help make the message more memorable. For example, the headline "Save your nerves - keep your money in the bank!" combines the meanings of the word "save".

Puns are also common in political rhetoric. For example, the election slogan "Yes, we can!" has become a symbol of hope and change.

3.2. Neologisms

Modern media actively create new words to reflect social and cultural changes. For example, the emergence of words like “covid dissidents,” “infogypsies,” and “zoomers” demonstrates the dynamism of language.

Advertising and marketing texts often use neologisms to attract attention to a new product. For example, the word “smartphone” was once a neologism, but has now become generally accepted.

3.3. Intertextuality and allusions

Mass media often use references to literature, cinema, and popular culture. For example, the title "Harry Potter and the Order of the Inland Revenue" creates a game based on the famous book. In advertising, intertextual references are used to create the effect of recognition.

3.4. Irony and sarcasm

Satirical publications (e.g. The Onion, "Yozh") actively use language play to criticize political and social phenomena. For example, the headline "Ministry of Health Warns: Life is Dangerous to Health" demonstrates a sarcastic approach to bureaucracy.

4. Language game in online media and social networks

With the development of digital technologies, language play has acquired new forms. Memes, emojis, abbreviations and hashtags, which are part of the language game, are widely spread in social networks. For example, the meme “Oru” (a mixture of “laugh” and “oru”) has become popular among young people.

Brands also use language play in their marketing strategies. For example, IKEA is known for its humorous product names, and large corporations create viral advertising campaigns with game elements in the language.

5. The influence of language games on public opinion

Language play not only entertains, but also shapes the audience's attitude to events and personalities. For example, the term "green snake" in relation to alcohol has a negative connotation, while the expression "people's governor" creates a positive image of a politician. Political satire uses hints and metaphors that can change the perception of events and personalities.

Language play in the mass media is a powerful tool for influencing the audience. It makes information more vivid, memorable and emotionally rich. However, it is important to consider that excessive use of language play can lead to distortion of meaning and manipulation of public consciousness. Therefore, a critical attitude to media texts remains an important task for modern society.

Thus, language play in the media is not just an entertaining tool, but a powerful mechanism for influencing mass consciousness. Its study and comprehension help to better understand modern trends in communication and develop a critical approach to the information consumed.

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