

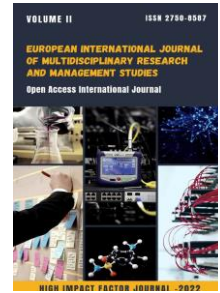
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**THE USE OF EUPHEMISMS IN MASS MEDIA*****Abdulxafizova Surayyo Abdulxamid Qizi****Master's Student Of The National University Of Uzbekistan Named After Mirzo Ulugbek Faculty Of Foreign Philology, Uzbekistan*

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**ABOUT ARTICLE****Key words:** Euphemisms, mass media, newspaper, magazine, politics, internet, term.**Received:** 20.01.2023**Accepted:** 25.01.2023**Published:** 30.01.2023**Abstract:** Euphemisms being one of the modes of spotting the social reality chosen by the speaker at the same time mark areas of cultural, social, or communicative tension. They are becoming unusually widespread in such spheres of activity as: Mass media, etiquette form of communication. In this regard the study of euphemisms in the media makes it possible to characterize the social, cultural and speech preferences of native speakers. It is considered that the main linguo-pragmatic aim of euphemisms' creating is to reduce the hardships and make the tension of the situation more manageable. In this article we tried to clarify the role of euphemisms and its usage in media with some examples.

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**INTRODUCTION**

In the previous decade the euphemisms formation process proceeds with special intensity. That's why in the modern world one of the most important factors promoting euphemisms formation, and their fastening in a language is their ability to be a powerful tool of new public sets formation, and euphemisms receive extremely wide circulation in socially significant spheres of speech activity. According to Merriam Webster, the concept of euphemism can be defined as a mild or indirect word or expression replaced by one that is considered to be too harsh or blunt when referring to an unpleasant thing<sup>1</sup>. However, it can be explained in another way: as the act or an example of replacing a mild action or a mild word, indirect, or vague term with something that is considered harsh, offensive, or blunt.

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<sup>1</sup> <https://www.merriam-webster.com/word-of-the-day>

In this article we tried to clarify the use of euphemisms in mass media. Recently, the mass media has become an essential power around the world, particularly in European countries. It plays a central role not only in the political processes but in all types, ranging from coverage of world political events and organizations to impact on campaigns and elections, also in the lives of every person. For example, Americans often tend to use euphemisms when talking about sensitive topics such as death, body parts, sex, and some political issues. Thus, the importance of using euphemisms or specific euphemistic terms in media also has the power to affect the positive mood, viewpoint, and behavior of people around many sensitive topics, such as gender, race, and age<sup>2</sup>.

The following methods were used in the work: definitional method, the method of linguistic description, classification method, method of quantitative data processing, structural method, contextual method, the comparative method.

## METHODS

The explosion of digital communication technology in the late 20th and early 21st centuries made prominent the question: what forms of media should be classified as "mass media"? For example, it is controversial whether to include mobile phones, computer games and video games in the definition. In the early 2000s, a classification called the "seven mass media" came into use<sup>3</sup>. They are:

1. Print (books, pamphlets, newspapers, magazines, posters, etc.) from the late 15th century
2. Recordings from the late 19th century
3. Cinema from about 1900
4. Radio from about 1910
5. Television from about 1950
6. Internet from about 1990
7. Mobile phones from about 2000

In accordance with the development of journalism that makes the language as a raw material in producing news on television, radio, magazines, and newspapers. The mass media has a power in influencing society, one of them because the mass media has a function as a social control.

Longman's definition of euphemism takes into account the presence of a hearer. According to the dictionary, euphemism is an indirect term that is used by a speaker "to save a hearer from being shocked

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<sup>2</sup> Eurasian Journal of English Language and Literature, 4(2), 65-77

<sup>3</sup> Sashwat Yogi "Role Of Media In Social Awareness (A Review Study)." *Humanities & Social Sciences Reviews* 1.1 (2013): 71-73

or feeling embarrassed or upset"<sup>4</sup>. In the following sentences some euphemisms are given from mass media of the world with definitions:

-Euphemization is a chief technique of the American media in covering the Iraq war, when the task of the Bush Administration was to produce a "positive stories about war" (propaganda) (Washington Post, 12.2.2005). The term propaganda was euphemized for politically correct descriptions such as: pseudo news reports; good news about war; phony news; manufactured news; and word games.

-The phrase "operative statement" which a Nixon White House press secretary used to describe any of those statements he made which were actually true. False statements were dubbed "inoperative", much to the disbelief and amusement of the Washington press corps.

-A city sanitation worker died in a freakish accident in Brooklyn yesterday after she was pinned on top of a garbage truck by a mechanical lever, city officials said [NY Times 20.01.2014] (Garbage collector is called a city sanitation worker/engineer in the sentence, since the euphemism "city sanitation worker" provides alternative view of things and prevents unwanted connotations of this profession).

-In the following example taken from the article published in the online newspaper Christian Science Monitor we distinguish two euphemisms: In the Brooklyn case, 24-year-old Jewish man told police he overheard a group of blackmen talking about the knockout game before he was attacked (Christian Science Monitor, 2013). Having analysed them, we may conclude both phrases are politically correct, since in the euphemisms Jewish man and blackmen the politically incorrect implications of the lexemes Jew and black are neutralized by the word man.

- "Economical with the truth" A term with a habit of surfacing during politically-charged legal cases. UK Cabinet Secretary Robert Armstrong used the phrase in a Sydney court in 1986, when the British government took legal action in Australia to try to stop the publication of Spycatcher, the memoirs of a former MI5 agent. A few years later, former minister Alan Clark admitted he had been "economical... with the actualite" during the Matrix Churchill trial in 1992. Armstrong later wrote a letter to the Times newspaper in which he said he derived the phrase from 18th Century statesman Edmund Burke<sup>5</sup>.

## CONCLUSION

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<sup>4</sup> Pearson/Longman, Harlow, Essex, England, 2009

<sup>5</sup> <https://www.bbc.com/news/magazine>

In conclusion, euphemization as a process of ideological framing in media communication is a common phenomenon across languages and cultures. In media, stories about social problems are often euphemistically framed with a focus on people rather than principles, single events rather than themes, and are easily understandable proximate causes rather than deeper and more complex causes. The media will often find some person to blame for a problem; but without a deeper focus on the social structure that caused the problem, it is unlikely that an effective solution to the problem will be found. Euphemisms are widely employed while describing, mitigating and masking the negative associations related to the issues in mass media that indicates the functioning of euphemisms in the language of mass media within the framework of political correctness.

Learning some examples we can say that euphemisms can be characterized by various communicative functions; hence among the most common and important function to be considered are the following:

- 1) Euphemisms can be used to change exact names with terrifying or frightening connotations or meanings;
- 2) Euphemisms replace words with unpleasant repulsive referential meaning;
- 3) Euphemisms can name things or phenomena which at this very epoch are considered impolite, indecent, and unsocial
- 4) Etiquette euphemisms function when the speaker avoids using the direct name lest he/she can offend the listener or the third person. In this case, quite decent words can be euphemized though they can sound offensive to somebody else
- 5) There is a large part of lexicon used to mild or mask the real nature of things, i.e. to camouflage the truth.
- 6) Socialized euphemisms are words that are used to name nonprestigious professions and jobs to heighten their status, to elevate menial or unskilled jobs.

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