

THE ANALYSES OF EUPHEMISMS REFERRING BUSINESS, DISEASE AND MEDICINE

Hilola Ismailova Inomovna

Teacher of English Language and Literature Department

Kokand State Pedagogical Institute

E-mail address:ismailovaxilola4906@gmail.com

ABSTRACT

The article is devoted to lingo cultural features of euphemisms of English and Uzbek languages. It discusses the differences and similarities of euphemisms in both languages in the sphere of business, disease and medicine.

It is examined if they can accurately reflect the various social, cultural, and moral ideals of contemporary society. It is pointed out that these events have the power to affect the occurrence and disappearance of many types of taboos. There are presented several methods for studying these occurrences. The significance of investigating its sociolinguistic, cognitive, and pragmatic elements is heavily stressed. These linguistic theories are still very fresh, making research into them particularly valuable and fascinating.

АННОТАЦИЯ

В данной статье рассматриваются лингвокультурологические особенности эвфемизмов Русского и Английского языков. В ней обсуждаются сходства и различия употребления эвфемизмов в двух языках в сфере бизнеса, болезни и медицины. Также исследуется их способность отражать социальные, культурные и нравственные ценности современного общества, а также отмечается способность данных явлений влиять на развитие и исчезновение различных форм табу. Приведены различные подходы к изучению данных феноменов. В заключении излагается о необходимости изучения данных языковых явлений, описывается их лингвистическая и социологическая ценность.

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 milder 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.[3]

Definitions considering euphemisms do not differ very much. Euphemisms are described as milder or soft expressions used as a substitution to not preferred terms. According to Holder (Holder, 2008) euphemism is a milder 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.[1]

Allan (Allan, 1991) renders euphemisms connected with healing of diseases. Often used is the verb *to fight, kurashish* against a disease or in the case of cancer along.[2]

RESULTS AND DISCUSSION

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.

Euphemisms discussed in this article deal 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 –nashriyot agenti* which means publicist-nashriyotchi), or the euphemistic expression *exterminating engineer*, which refers to a rat catcher, *sanitation engineer-ozodalik posbonlari* which stands for garbage collector, *hairstylist or beautician –stilist* for hairdresser or barber, *unwaged-oylik maoshisiz* for unemployed, *funeral director* for under taker, *environmental hygienist* 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-nutq so'zlovchi* for spokesman, *camera operator kamera ustalari* for cameraman, *supervisor-ilmiy rahbar* for forman, *fire fighter-o't o'chiruvchi* for fireman, *mail carrier-xat tashuvchi* for postman, *executive or business woman-tadbirkor* for businessman, *flight attendan-bort kuzatuvchisi* for stewardess, *chairperson* for chairman, *head teacher* for headmistress.

Substituted Euphemisms belonging to one sex:

1	<i>press agent</i>	<i>nashriyot agenti</i>
2	<i>sanitation engineer</i>	<i>ozodalik posbonlari</i>
3	<i>hairstylist or beautician</i>	<i>stilist</i>
4	<i>unwaged</i>	<i>oylik maoshisiz</i>
5	<i>mail carrier</i>	<i>xat tashuvchi</i>
6	<i>camera operator</i>	<i>kamera ustalasi</i>
7	<i>supervisor</i>	<i>ilmiy rahbar</i>
8	<i>head teacher</i>	<i>Maktab rahbairi</i>
10	<i>chairperson</i>	<i>nutq so'zlovchi,pauc</i>
111	<i>flight attendant</i>	<i>bort kuzatuvchisi</i>
12	<i>mail carrier</i>	<i>xat tashuvchi</i>
13	<i>executive or business woman</i>	<i>tadbirkor</i>
14	<i>fire fighter</i>	<i>o't o'chiruvchi</i>

As we today's English is rich in terms suggesting loss of a job or unemployment, eg. *reduction in force-qisqartirish*, *reliev-kamaytirish*, *redundant-vazifasidan ozod qilish*, *to reduce the headcount-ishchi sonini kaamaytirish*, *to seek fresh challenges-yosh kadrlarhi izlash*.

Another field dealing with euphemisms is according to Holder related to financial problems. In company records could be referred to as *financial difficulties-moliyaviy qiynchiliklar, cash flow problem -naqd pul kirimi muammosi*. Situations when competition threatens market shares of a company could be called *challenging-qiyn*.

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-salbiy moliyaviy holat, naqd pul kirimi muammosi*. *The word poor can be substituted by the following euphemisms: economically exploited, low encomed, differently advantaged, socially deprived-moliyavi tamondan qiynalgan, kam daromadli*.

Substituted Euphemisms for bankruptcy and debts and poverty

1	negative cash situation or cash flow problem	salbiy moliyaviy holat, naqd pul kirimi muammosi
2	economically exploited	moliyavi tamondan qiynalgan, ehtiyojmand
3	low encomed	kam daromadli
4	differently advantaged	qo'li yupqa
5	socially deprived	ijtimoiy himyoga muhtoj

Diseases and Medicine Euphemisms

It is more comfortable for people not to talk about unpleasant or embarrassing themes directly. In order to be polite people replace offensive words by more acceptable ones. The purpose of the use of euphemisms is to avoid unsuitable words in order not to offend hearer or not to make problematic situations or to conceal an unpleasant reality.

Longman's (Longman, 2009) definition of euphemisms considers 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 or feeling embarrassed or upset. Here I agree with Longman and want to mention that our mentality doesn't allow speakers to speak in harsh or offensive way. 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.

In this part of the article euphemisms connected with medicine are described.

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*).

As investigations show there are many negatively associated terms in English containing *French*, which is caused by mutual disfavor 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*, *fransus kasalligi* 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*, *yurak muammosi*, *yurak huruji*.

The 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*, *tomi ketgan*, etc.

Rawson 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. Here are some common euphemisms dealt with medicine: *handicapped*, *disabled*, *differently abled*, *physically challenged* for *invalid*, *imkoniyati chegaralangan*, *jismonan qiynalgan* for *nogiron*, *children with learning difficulties*, for *retarded children*, *o`qishga qiynaladigan bolalar* for *zexni pas*, *differently abled*, *physically different* for *cripple*, *big-boned*, *differently sized* for *fat*, *suyagi yogon* for *semiz*, *hair –disadvantaged* for *bald*, *sochi kam* for *kal*, *aurally inconvenienced* for *deaf*, *qulogi og`ir* for *kar*, *unseeing* for *blind*, *ko`raolmaydi* for *ko`r* mental hospital for *insane asylum*, *ruhiy kasalliklar shifohonasi* for *jinnihona*, *terminal episode*, *therapeutic misadventure*, *negative patient care outcome* for the death of the patient in hospital, *qo`limizdan kelganini qildik*, *saqlab qololmadik* for *o`lib qoldi*.

CONCLUSION

To conclude, we can say that euphemisms can be used to make difficult or emotional situation more tolerable. 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 meaning cause occurrence of a euphemism, which means the loss of indirect and therefore polite value of the euphemism.

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