

## INTERPRETATION OF EUPHEMISMS USED IN SOCIAL LIFE

### IJTIMOY HAYOTDA QO‘LLANILADIGAN EVFEMIZMLAR TAVSIFI

### ИНТЕРПРЕТАЦИЯ ЭВФЕМИЗМОВ, СВЯЗАННЫХ С ОБЩЕСТВЕННОЙ ЖИЗНЬЮ

Gulamova Dilobar Imamkulovna<sup>1</sup>

<sup>1</sup>Asian International University

#### Annotatsiya

Turli tillarda so‘zlashuvchilar odatda odamlarni xafa qiladigan yoki ijtimoiy tanqidga olib keladigan g‘oyalar ta‘sirini kamaytirish uchun evfemizmlardan foydalanadilar. Ommaviy axborot vositalarining qo‘llanilishi natijasida hozirgi kunlarda evfemizmlardan tez-tez foydalanilmoqda va yangidan-yangi tushunchalar paydo bo‘lmoqda. Ushbu maqola ham evfemizmlarning insonlar hayotidagi va har kungi hayoti uchun qanchalik zarurligini aniqlashga qaratilgan bo‘lib, unda insonlar kunlik ishlatadigan evfemizmlarning tahlili olib boriladi. Bilamizki, insonlar jamiyatda doimiy muloqotda bo‘ladi. Ular o‘zlarining fikrlarini, munosabatlarini til orqali namoyon qiladi. Bundan tashqari jamiyatda bo‘ladigan voqealarga ijobiy yoki salbiy munosabat bildirishadi. Insonlar muloqot paytida o‘zlari bilmagan holda evfemizmlardan foydalanishadi. Ushbu izlanish paytida biz ham shunday iboralarni topib, ularni semantik, sotsiologik, kulturologik va pragmatik nuqtayi nazaridan tahlil qildik.

#### Abstract

Speakers of different languages commonly use euphemisms to lessen the impact of ideas that might offend people or create social criticism. The media has been using euphemisms more frequently these days, and new, contentious euphemisms have also emerged. This article is also aimed at determining how necessary euphemisms are in people’s lives and everyday life, in which the analysis of euphemisms that people use on a daily basis is carried out. We know that people are in constant communication in society. They show their signs and relations through language. In addition, they react to events positively or negatively in the society. People unknowingly use emoticons during communication. During this research, we found such expressions and analyzed them from the semantic, sociological, cultural and pragmatic points of view.

#### Аннотация

Носители разных языков обычно используют эвфемизмы, чтобы уменьшить влияние идей, которые могут оскорбить людей или вызвать социальную критику. В наши дни средства массовой информации стали чаще использовать эвфемизмы, а также появились новые спорные эвфемизмы. На определение того, насколько необходимы эвфемизмы в жизни и повседневной жизни людей, также направлена данная статья, в которой проводится анализ эвфемизмов, которые люди используют в повседневной жизни. Мы знаем, что люди находятся в постоянном общении в обществе. Свои знаки и отношения они показывают посредством языка. Кроме того, они положительно или отрицательно реагируют на события в обществе. Люди неосознанно используют смайлы во время общения. В ходе данного исследования мы обнаружили такие выражения и проанализировали их с семантической, социологической, культурологической и прагматической точек зрения.

**Key words:** social life, society, communication, taboo words, daily communication, pragmatic, sociolinguistic approach, cultural meaning.

**Kalit so‘zlar:** ijtimoiy hayot, jamiyat, muloqot, tabu so‘zlar, kundalik muloqot, pragmatik, sotsiolingvistik yondashuv, madaniy ma’no.

**Ключевые слова:** социальная жизнь, общество, общение, табуированные слова, повседневное общение, прагматический, социолингвистический подход, культурный смысл.

## INTRODUCTION

A group of individuals that are intricately linked due to a shared system, custom, set of laws, and set of rules that govern communal existence is called a society. A community of individuals who are bound together in collective life due to the demands of necessity and influence (belief, thought, and ambition) is called a society.

A system in which individuals are interrelated and constitute a single entity is called a society. For their needs to be met, social people depend on other social humans. In society, they are unable to live alone. Additionally, employing symbols to communicate amongst actors is one of society’s requirements. In this instance, language serves as a mediator to help people in society communicate with one another.

Another way that language is tied to social issues is that particular terms in a language cannot always be used in all contexts or settings. This is because regulations are made or

purposefully included into a society's products to serve specific interests. Ultimately, however, linguistics-the study of language-has advanced, and linguists have produced theories of language to help people use language more widely while avoiding offensive terms. In this instance, euphemism is a field of linguistics that will stand for forbidden words or speech. The purpose of euphemism is to shield the author, speaker, hearer, reader, or any combination of these from potential embarrassment and offense. This crime can be committed by bringing up a forbidden subject-such as religion or death-or by bringing up the possibility that the topic at hand-such as politics or social issues-may be delicate. One of the first linguistic devices, the euphemism, masks the human situation.

According to Oxford dictionary, the word "euphemism" is defined as a subtle or indirect word or expression that replaces a word or expression that is considered too harsh or impolite when referring to something unpleasant or embarrassing.

The development of society and the increasing number of people cause the emergence of new concepts in society. As there is growth where there is development, the development of the language will continue in this way. The increase of the new worldview caused the expansion of lexical sources. Naturally, words increase depending on whether they express positive or negative meanings. For example, the phrase "lavatory" was employed as a euphemism to convey the need to use the restroom in order to avoid using the word "toilet," but over time, it became associated with prohibited behavior. Because of this, several euphemisms that convey the same meaning-like restroom, washroom, and bathroom-have evolved. Taboo and euphemism share another similarity in that they both have a strong sense of national identity. Since every country has a unique culture, it might be challenging to guarantee that individuals from diverse backgrounds would comprehend the same concept. Therefore, there will be various euphemisms to correspond with certain taboo phrases among various ethnic groups.

#### LITERATURE REVIEW

Muna A. Al-Shawi defines this word as "mild, polite and less distasteful expressions and phrases that replace their offensive equivalence in which culture plays a crucial role in translating them from a language to another different one and they pose difficulty for some translators". Alireza Hojati studied euphemisms in the context of English-speaking media. He adds to the definition: "Euphemisms are frequently used by speakers of different languages to soften the impact of concepts with the potential to cause offence and social disapproval". We know that this kind of words can express cultural meaning of the language. That's why, during the study I looked through the materials conveying cultural characteristics of euphemisms. Amongst them, Abdul Karim Panjaitan is of the opinion that euphemism is not only a linguistic phenomenon, but also a cultural phenomenon, but also a social phenomenon, which reflects the values, aesthetics, and virtues of society. Young researchers often compare the words "taboo" and "euphemism". But these two phenomena can be different from each other. Panjaitan commented on two cases in his article: "The emergence of euphemism has replaced taboo in language. The existence of taboo words constantly stimulates the emergence of euphemism, and the two complement each other. Therefore, taboo words and euphemisms are variable". According to Pavlenko, one of the most important functions of euphemisms is "to protect speakers from undesired emotional arousal". Moreover, Lim adds about the usage of euphemisms in social life: "euphemisms are commonly used in people's daily speech and fulfill two functions in it, namely, toning down the nature of potentially offensive things which people need to mention and speak about, and neutralizing negative connotations associated with offensive entities". According to Cameron, euphemism is like a delicate cloud of linguistic cotton-wool, a somewhat poetic description that conveys its calming and pleasant impact. According to Rawson, euphemism, linguistic fig leaves, and verbal flourishes are all related. The former describes how euphemism is used to conceal or cover up awkward situations.

#### METHODOLOGY

Our research is related to the analysis of euphemisms used in social life, in which we used word analysis methodology to analyze words. In addition, revealing the meaning of the found materials and phrases in context is our main issue. There are words that have a different meaning

in the context and express a different meaning outside of the context. We often use such words in our daily life. We tried to express the main meaning of collected data.

### RESULTS AND DISCUSSIONS

Human connection is an integral part of social life. Since humans are social beings that require interaction with one another, communication is a basic necessity in daily life. Speaking, writing, and body language are all ways that a language may be used to communicate. People must thus use caution when speaking in order to ensure that the engagement goes properly. Nonetheless, there are a few terms that are awkward and impractical to employ in these kinds of social situations. People can inadvertently use offensive language in public when interacting with one another, and they may not even realize that their remarks could offend someone else. There is a phrase in linguistics for refining words that are used in substitute of disagreeable ones. The research is known as euphemism. As Allan & Burridge stated euphemism is a term that can be used to utter a dis-preferred expression so that it can save or maintain the image of the speaker, the hearer or other people. By substituting the pleasant term (euphemism) for the unpleasant word (taboo), it may be demonstrated. During our research, we studied many materials. We found euphemisms that people use in their social life and analyzed them in the discussion section of the article.

Oral communication is a general example that people can use in their daily lives. For example, it would be more courteous to ask, "Excuse me, where is the restroom?" instead of, "Excuse me, where is the toilet?" when someone wants to ask about the restroom. In everyday human communication, euphemisms are used both in spoken and written forms. There are several spoken instances of euphemisms used in a variety of contexts.

Beizaae & Mirza noted that individuals frequently use more expressive language while speaking to express their thoughts and emotions. However, it differs from written communication, which often expresses ideas, emotions, and feelings using more formal language. Nonetheless, the goal of euphemisms, whether they be spoken or written, is always to make the reader or hearer feels comfortable rather than ashamed. According to those perspectives, euphemisms are inevitable in day-to-day human communication. There are countless euphemisms that we use in our daily life. We will analyze the most used euphemisms in this part:

- the word "*let go*" can be used instead of the word "*fired*" when a person is fired; "Let go" instead of "fired";
- the use of the word "*bit the dust*" instead of the word "*died*" softens the situation;
- the use of the word "*fat*" seems rather rude to an obese person. Because of this, if this word is replaced by the word "*big boned*", it will be appropriate;
- "*darn*" is considered a more polite word instead of "*damn*" in the situation where the person is still out;
- we know that in our daily life we can face situations related to cheating. In this case, the use of the word "*spin the truth*" instead of the word "*lie*" softens the situation;
- calling people ugly is the highest form of rudeness. Because of this, the use of the word "*unique looking*" instead of the word "*ugly*" does not have a negative effect on a person and is also pleasing;
- the words "*vertically challenged*" can be used instead of the word "*short*" to express the shortness of something or an object;
- instead of using the word "cheating" during exams, you can use the word "stepping out";
- calling people "*dumb*" can make things worse. The use of "*not the sharpest tool in the shed*" *instead* indicates that person has rich lexical resource;
- Using the word "*economical*" instead of the word "*cheap*" is an example of the use of euphemisms.

There are strong objections to the use of euphemisms since they can be used to trick people, even if it is generally accepted that using them to make unmentionable subjects more talkable and less insulting is a desirable thing. In this case, Lacone comments that "euphemisms can also hide seemingly simple and straightforward words behind deceptive or overly complex ones".

Nowadays, social media plays a big role in illuminating the life of the society. The origin of many euphemisms is related to this media. The English-speaking media, which includes radio, television, newspapers, and magazines, frequently uses a lot of euphemisms. Furthermore, it's conceivable that even smart students who pay close attention to euphemisms may struggle to understand and interpret them. According to Roe, Burns, and Smith, euphemisms and figurative language provide serious challenges for learners of foreign languages because they frequently lack the prior information necessary to understand euphemisms and terms used metaphorically in various settings. There are some other euphemisms which can be used instead of some words in our social life: *It's not a purchase you're trying to justify; it's an "investment"*. By using the word "investment" instead of the word "purchase" in this sentence, an additional meaning can be imposed on the sentence. People who like to do a lot of shopping are often called *"over-spenders"*. The use of the euphemism *"just experiencing lifestyle inflation"* instead of this word softens the impolite meaning of the word. In addition, there are euphemisms related to human health, and by using the phrase *"have the sniffles"* instead of *"have a cold"*, a person can show changes related to his health.

It is obvious that *"vomit"* is an impolite word that should be replaced by another word. For example, it can be substituted by the word *"tossed their cookies"*. In addition, in some uncomfortable situations, a person may cry. Even in this case, we may need a lot of help from our friends. Instead of the word *"cry"*, the euphemism *"eyes are leaking"* can be used. For example: *"She's not crying; her "eyes are leaking."* Sometimes telling older people that you are *old* is a sign of rudeness. It is also possible to use the euphemism *"over the hill"* instead of this word.

#### CONCLUSION

Thus, based on previous examples of euphemism, it may be concluded when it comes to interpreting euphemistic expressions, the situations they are used should be taken into consideration. The following conclusions have been made according to the research results:

- the speaker should use parallel euphemism to his impolite word in order to get rid of uncomfortable situations;
- euphemisms should be used according to the context meaning. Otherwise, they may convey another meaning in another situation;
- the speaker should try to convey the meaning without maintaining the original euphemism.

It means that he can use neutral terms. Moreover, it should be mentioned that this article presents information on euphemisms which are used in social life, but it does not cover all words. Our next research may reveal further information on the analysis of euphemisms.

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