

O'ZBEKISTON RESPUBLIKASI  
OLIY TA'LIM, FAN VA INNOVATSIYALAR VAZIRLIGI  
FARG'ONA DAVLAT UNIVERSITETI

**FarDU.  
ILMIY  
XABARLAR**

1995-yildan nashr etiladi  
Yilda 6 marta chiqadi

**2024/3-SON  
ILOVA TO'PLAM**

**НАУЧНЫЙ  
ВЕСТНИК.  
ФерГУ**

Издаётся с 1995 года  
Выходит 6 раз в год

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UO'K: 811.14+81.141.3+232.21

## YASHIRIN MA'NONI OCHISH: EVFEMIZMLARNING MATNLAR ASOSIDA O'RGANISH

РАСКРЫТИЕ СКРЫТОГО ЗНАЧЕНИЯ: ИССЛЕДОВАНИЕ ПОДТЕКСТА  
ЭВФЕМИЗМОВ

## UNVEILING IMPLICIT MEANING: EXPLORING THE SUBTEXT OF EUPHEMISMS

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## Annotatsiya

Ko'p hollarda nozik yoki taqiqlangan mavzularni yumshatish yoki yashirish uchun ishlatiladigan evfemizmlar nafaqat ularning aniq ma'nosini, balki yashirin ma'noning boy xususiyatlarini ham o'z ichiga oladi. Ushbu maqola evfemizmlarda ifodalangan yashirin ma'nolarning illokutiv nuqt aklarida tahlilini o'rganadi. Ushbu tadqiqotning metodlar bo'limi adabiyot va lingvistik tahlilni har tomonlama ko'rib chiqishni o'z ichiga oladi. Natijalar bo'limida odatda evfemizmlar bilan bog'liq bo'lgan bir qator yashirin ma'nolar mavjud. Muhokama bo'limida evfemizmlardagi yashirin ma'nolarning ta'siri chuqurroq o'rganiladi. Maqolamizning tarkibiy qismlarini o'rganish orqali biz evfemistik til vositasida berilgan murakkab subtekstni yoritib beramiz.

## Аннотация

Эвфемизмы, часто используемые для смягчения или сокрытия деликатных или табуированных тем, несут не только свое явное значение, но и богатую палитру скрытых значений. Эта статья погружается в интригующую сферу скрытых значений, выраженных в эвфемизмах. Раздел «Методы» данного исследования включает в себя всесторонний обзор литературы и лингвистический анализ. В разделе «Результаты» представлен массив неявных значений, обычно связанных с эвфемизмами. В разделе «Обсуждение» более подробно рассматриваются значения скрытых значений эвфемизмов. Исследуя подразделы, мы проливаем свет на сложный подтекст, передаваемый эвфемистическим языком.

## Abstract

Euphemisms, often employed to soften or conceal sensitive or taboo topics, carry not only their explicit meaning but also a rich tapestry of implicit meaning. This article delves into the intriguing realm of implicit meanings expressed in euphemisms. The Methods section of this exploration involves a comprehensive review of literature and linguistic analysis. The Results section presents an array of implicit meanings commonly associated with euphemisms. The Discussion section delves deeper into the implications of implicit meanings in euphemisms. Through an exploration of sub sections, we shed light on the complex subtext conveyed by euphemistic language.

**Kalit so'zlar:** evfemizmlar, yashirin ma'no, subtekst, lingvistik vositalar, xushmuomalalik, taqiqlangan so'zlar, ijtimoiy normalar, madaniy qadriyatlar.

**Ключевые слова:** эвфемизмы, имплицитное значение, подтекст, языковые средства, вежливость, табуированные слова, социальные нормы, культурные ценности.

**Key words:** euphemisms, implicit meaning, subtext, linguistic devices, politeness, taboo words, social norms, cultural values.

## INTRODUCTION

Language, as a powerful tool of communication, is often shaped by the cultural, social, and historical contexts in which it is used. One of the most fascinating aspects of language is its ability to convey complex meanings and attitudes through subtle linguistic devices, such as euphemisms. Euphemisms, which substitute harsh or offensive expressions with more palatable alternatives, play a crucial role in shaping our communication and reflection of the world around us.

Euphemisms, the linguistic devices used to substitute harsh or offensive expressions, play a significant role in communication. Beyond their surface-level meanings, euphemisms possess implicit meanings that reflect cultural norms, values, and societal attitudes. This article aims to unravel the implicit meanings embedded within euphemisms, shedding light on the nuanced subtext they carry.

## LITERATURE REVIEW



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By examining various sources, including research papers, literary works, and everyday language usage, we gather examples and insights into the implicit meanings conveyed through euphemisms. Additionally, we employ qualitative analysis techniques to identify recurring patterns and themes in the sub textual messages of euphemistic expressions. There are several scientists worked in this field. In his "The utility and ubiquity of taboo words", Timoti Jay highlights the concept of taboo words and their role in language and communication. While discussing the use of euphemisms, Jay notes that they can serve as a means of avoiding taboo language, but also acknowledges that euphemisms can be used to mask the true meaning or impact of a message. The author argues that euphemisms can be used strategically to convey a certain tone or attitude, often to avoid offense or controversy [4]. Another source is mentioned in the book by Daniel Z. Kadar va Maykl Xaugh called "Understanding politeness". It explores the concept of politeness and its role in language and communication. In the context of politeness, the authors discuss euphemisms as a strategy used to mitigate the potential face-threatening act of speaking directly about taboo or sensitive topics. Euphemisms are seen as a way to maintain social harmony and avoid offending others, while still conveying the intended message [5]. As Elaine Chaika, an American linguist, states in her book called "Language, the social mirror", language has a social function as a means of communication among human beings. Additionally, she informs that Language and society are so interconnected that it is not possible to comprehend clearly one without another. By Language, what she means that we can describe our feelings, emotions and ideas. Therefore, this embodies the society's culture. In faceto-face communication, however, communicators often forget about the different assumptions of their culture. They may speak and act by using words and phrases or even body language that are banned. From linguistic point of view these words and gestures are named taboos [3].

## METHODS

To investigate the implicit meanings conveyed through euphemisms, a qualitative analysis approach was employed. A diverse range of written and spoken sources were collected, including news articles, speeches, literature and personal narratives. These sources were selected to capture a wide range of contexts in which euphemisms are used and the themes they encompass, such as politeness, social taboos, power dynamics, and emotional impact. The data collection process involved systematic searching and sampling of relevant sources. A combination of purposive sampling and snowball sampling techniques was utilized. Purposive sampling was employed to select sources that were known to contain examples of euphemistic language, such as articles on linguistic analysis, political speeches, or literary works known for their use of euphemisms. Snowball sampling was employed to expand the scope and diversity of the collected data by following references, citations, and suggestions from the initial set of sources.

## RESULTS AND DISCUSSION

These implicit meanings can be categorized into several themes, including politeness, social taboos, power dynamics, and emotional impact. Euphemistic expressions often convey messages of social decorum, respect, or avoidance of potential offense. They can also reflect societal taboos and the need to mask unpleasant or uncomfortable topics. Furthermore, power dynamics might be inherent in euphemisms, signaling the speaker's position or attempting to influence the perception of certain concepts. Following examples illustrate how euphemisms can be used to convey nuanced meanings, often to avoid offense, maintain social harmony, or shift the focus away from uncomfortable truths:

1. Euphemism: "Downsizing" (instead of "layoffs" or "firings") Implicit meaning: To avoid the negative connotation of job losses, companies use "downsizing" to convey a sense of restructuring and efficiency, rather than admitting to cutting jobs. For example: "As part of our ongoing efforts to improve operational efficiency, we will be undergoing a **downsizing** initiative to better align our workforce with the current market demands." The company is actually laying off a significant number of employees, but by using the euphemism "downsizing", they're trying to spin the news as a positive, proactive move to improve the company's performance, rather than acknowledging the negative impact on the employees who will be losing their jobs.

2. Euphemism: "Collateral damage" (instead of "civilian casualties") Implicit meaning: This phrase is used to describe the unintended harm caused to civilians during military operations. The



euphemism implies that the harm is incidental and unavoidable, rather than acknowledging the human cost of war. Example: "During the operation, we regret to report that there was some **collateral damage** to the surrounding civilian infrastructure." The military is acknowledging that civilians were killed or injured, and their homes and properties were damaged, but by using the euphemism "collateral damage".

3. Euphemism: "Senior moment" (instead of "forgetfulness due to old age"). Implicit meaning: This phrase is used to downplay the cognitive decline associated with aging. It implies that memory lapses are a normal and temporary part of aging, rather than a sign of declining mental faculties. Example: "The 75-year-old politician was caught off guard during the debate, having a **senior moment** when he forgot the name of his opponent." Using the euphemism "senior moment" describes the politician's forgetfulness.

4. Euphemism: "Economically disadvantaged" (instead of "poor") Implicit meaning: This phrase is used to describe individuals or communities struggling financially. The euphemism implies that the issue is not poverty itself, but rather a lack of economic opportunities, which shifts the focus from the individual to the systemic causes. Example: "The new community program aims to support **economically disadvantaged** families in the area." The news report is using the euphemism "economically disadvantaged" to describe the families that are lack of money.

5. Euphemism: "Passed away" (instead of "died") Implicit meaning: This phrase is used to soften the blow of death and make it more palatable. It implies that the person has transitioned to a different state, rather than acknowledging the finality of death. Example: "I'm so sorry to hear that your grandmother **passed away**. She was an amazing person and will be deeply missed." The condolence message is using the euphemism "passed away" to describe the grandmother's death implying the finality of death.

Moreover, euphemisms can evoke emotional responses, both positive and negative, by framing sensitive issues in a more palatable manner. Allan and Burridge explore the use of euphemism as a means of avoiding taboo language. They note that euphemisms can be used to 'sanitize' language, making it more palatable and polite, but also potentially misleading or deceptive. For example, the use of terms like 'downsizing' or 'rightsizing' to describe company layoffs can obscure the harsh reality of job losses. Similarly, the use of euphemisms like 'collateral damage' to describe civilian casualties in war can serve to distance ourselves from the human cost of conflict [1].

We explore how euphemisms serve as linguistic tools for maintaining social harmony, navigating sensitive discussions, and perpetuating certain ideologies. Euphemisms can act as social markers, signaling group affiliations or shared values. They facilitate communication by allowing individuals to convey sensitive information while minimizing potential discomfort. The sub textual messages of euphemisms contribute to the construction of social reality, shaping perceptions and influencing attitudes towards various topics.

The ways in which euphemisms are expressed in different cultures are developed in accordance with their pragmatic aspects. The pragmatic aspect of euphemisms is related to the ways of expressing euphemisms and the ways to achieve the goal through them. For example, in political culture, euphemisms act in accordance with the political platforms presented by political parties and leaders to achieve their goals. In religious culture, they express their thoughts through examples and hadiths taken from religious books in order to achieve their goals.

The pragmatic aspect of euphemisms refers to the way in which they are used to achieve specific communicative goals. Euphemisms can be used to create a sense of togetherness or intimacy between speakers, to show respect or honor to others, or to avoid causing offense or discomfort. They can also be used to hide or downplay the seriousness of a situation, such as discussing a serious illness or a difficult decision [2, 267-268].

### CONCLUSION

Euphemisms are not mere substitutes for offensive or sensitive expressions; they carry intricate layers of implicit meaning. Understanding the implicit meanings embedded within euphemisms enriches our comprehension of the complex interplay between language, culture, and society. By acknowledging the sub textual messages in euphemistic language, we gain insights

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into social dynamics, power structures, and the ways in which language shapes our perception of sensitive topics.

In conclusion, the implicit meanings expressed in euphemisms offer a fascinating glimpse into the intricate nature of human communication. By adopting a nuanced understanding of euphemistic language, we enhance our ability to decode the subtext and appreciate the cultural, social, and psychological implications hidden within these linguistic constructs.

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