

## The Use of Euphemisms in the English Language

*Gadoeva Mavlyuda Ibragimovna*<sup>1</sup>, *Yahyoyeva Mohinabonu*<sup>2</sup>

**Abstract:** This scientific article devoted to the study of using euphemisms in the English language. In these article euphemisms with age, the weight, work and career, financial situation and physiology are analyzed and studied.

**Key words:** euphemisms, age, the weight, work, career, financial situation, physiology.

**Introduction.** For many years, linguistics has been aiming to study the specifics of awareness of the world around us and ego-reflection. Thus, at different stages of the development of scientific thought, linguists pay attention to the forms of reproduction of reality, to varying degrees intertwined with the universal request.

During the interaction with the creature, a person in a rudimentary state hides from the existing negative perception. A person makes attempts to smooth out ridiculous moments by replacing certain words and expressions with euphemisms. These actions give expression to our speech. A large number of definitions of "euphemia" are presented in linguistics, they reflect the function of this phenomenon. In the abess's activity, Euphemia is a linguistic process aimed at screams or unauthorized or incorrect words of the priestess.

In a study by the Cosmopolitan magazine turned out to be the worst, only 54 units of euphemisms were presented on 252 pages.

The material under study represents the components of the classification according to the spheres of use.

The analysis showed that it is possible to distinguish 5 main topics of use:

- age;
- the weight;
- career;
- financial situation;
- physiology.

**Main part.** A fairly relevant topic for women is their age.

Women tend to hide it by any means, using plasticsurgery, cosmetics, exercise, etc. This direction was reflected in the language.

So, instead of "old" the following expressions are used:

«Get your hands on some of our women's over the hill t-shirts!» [Cosmopolitan 2016: 3], in translation: "Get ready to purchase T-shirts from the collection for stately ladies!"

In this case, we observe the expression "women's over the hill", in English means "stately ladies". The authors of the magazine considered it necessary in the bottom case not to use the word "old", which is quite sharp for hearing. In connection with the goals of euphemisms we have deduced, we concluded that with this example, the authors pursued the goal of veiling, so as not to call a spade a spade.

Consider a few more examples of euphemizing speech for the above purpose: «Just search for chronologically gifted on Facebook and request to join» [Cosmopolitan 2016: 6].

<sup>1</sup> An associate professor of the Bukhara State University

<sup>2</sup> master student of the Bukhara State University

Consider this example in more detail, the euphemism "chronologically gifted", translated into English as "elderly". The authors of the magazine found unacceptable use of the word "old" and replaced it with more respectful, used for people of the age of this category.

Consider the following group of examples comprehensively: "...the magazine is therefore recommended for a mature audience" [Cosmopolitan 2016: 8]. "His lawyer has been around the block a few times and knows what to expect" [Cosmopolitan 2016: 7]. "Though my grandpa loves to read, he is rather advanced in years" [Cosmopolitan 2016: 76].

In all three cases, the authors used euphemisms that give the reader to understand that we are talking not only about the elderly, but also about enough experienced people who have extensive life experience and understand those or other issues of reality.

Let's talk about the next group of euphemisms related to weight. The next group that we have identified is the euphemisms that exist to indicate weight. At all times, women have been very kind to its appearance. Each of us tries to appear in the best light and shape. Speaking about weight and its excess, the authors of many glossy publications use euphemisms to avoid losing readers.

This group has found wide application in such a magazine as Cosmopolitan.

Instead of "fat" the following expressions are used: "Cosmopolitan meant to celebrate the idea that "Plump Is Pretty" [Cosmopolitan 2016: 74].

In this case, readers were presented with such a euphemism as "plump", which in translation from English means "chubby." Journal authors considered it necessary to use this particular word, as it sounds more noble than "fat" - "thick". By examining this example, we concluded that here the euphemism aims to avoid communication conflict. Let's look at a few more examples euphemizations that have the same focus: «Montserrat Caballé - a woman of unashamedly proportions» [Cosmopolitan 2016: 87].

In this example, fatness is ascended as an aristocratic trait inherent only in stately ladies. It is a euphemism "a woman of unashamedly proportions" - "a woman with immodest forms", emphasizes the nobility of this physiological feature. «How to Look Effortless Stylish when you are a traditionally built woman?» [Cosmopolitan 2016: 98]. «Being overweight is common especially where food supplies are plentiful and lifestyles are sedentary» [Cosmopolitan 2016: 104]. "Malnutrition is most often due to not enough high-quality food being available to eat" [Cosmopolitan 2016: 109].

After analyzing the above group of euphemisms, we concluded that their use is a very important feature, especially for female readers, as they tend to take certain comments about weight very deeply and to heart.

So, let's consider another group of euphemisms:

The authors of women's glossy magazines do not pay attention to the topics of financial situation in vain. Since ancient times, a woman has been the keeper of the hearth and, on a subconscious level, aspired to a male earner, a winner. Despite the large number of women in leadership positions, most still traditionally rely on their man. The magazine under study introduced us to a lot of articles related to this topic, for example: Instead of "poor", the following expressions were used: "All day long the gates of the packing houses were besieged by starving and penniless men" [Cosmopolitan 2016: 56].

In the example given, we see the use of the euphemism "penniless" - "deprived of funds" instead of "poor" - "poor", since this magazine is aimed at a wide range of audiences and the word "penniless" fits much better into this context.

"And then they take advantage of the innocent, the native, the grieving, the needy people out of there" [Cosmopolitan 2016: 49].

In these examples, euphemisms are used that aim to avoid communicative conflicts on issues of wealth and earnings. This is not it is a secret that prosperity is one of the criteria for evaluating a person's

performance and other personal qualities, so in order to avoid the harsh word "poor" - "poor", the authors used a lot of other words with a more neutral meaning.

The next step was a group of euphemisms on the topic of work and career.

Nowadays, the status of a career woman does not cause violent emotions and surprise in others. This category includes representatives of the weaker sex with certain strong-willed and personal qualities. The magazine we study notes that work for some types of women is a very important activity in which she confidently moves up the career ladder and in many situations shows determination and willpower. Thus, a considerable number of euphemized words and expressions can be traced in this journal, which are related to work:

"She was laid off workmen during a business depression" [Cosmopolitan 2016: 58]. Upon a detailed examination of this example, we found out that such a euphemism as "a business depression", which is translated from English the language means "decline in business activity" is used to replace the word "sisis"- "crisis":

"Time was hard and he was forced to cut excesses" [Cosmopolitan 2016: 98]. In the example presented, we see such a euphemism as "to cut excesses", which translates as "to cut staff". It has been used by the authors to replace the word "dismiss" - "dismiss", which has a brighter semantic coloring.

So, let's consider the last group of euphemisms we have studied:

In this group we have concluded euphemisms that relate to the field of physiology. This group is quite extensive, as it contains euphemisms that define a particular activity.

Let's take a closer look at how the authors of a women's glossy magazine hide the word used to denote a certain degree of alcoholic intoxication, namely: "drunk". "After three drinks of rum, Alex was feeling no pain" [Cosmopolitan 2016: 67]. The euphemism "feel no pain" - "relax", in this case implies that Alex, due to alcohol intoxication, began to treat everything more indifferently.

"Try not to get smashed at the beer party" [Cosmopolitan 2016: 71]. The euphemism "to get smashed" - "to soften up", in this case hides a more emotionally colored word like "get drunk" - "get drunk". "Sam kept getting shot down by the girls he spoke too, and by dawn you could say he was tired and emotional" [Cosmopolitan 2016: 87].

Consider the following subgroup of euphemisms related to women's health:

«Every month women have a bad week» [Cosmopolitan 2016: 122].

In this case, the euphemism "a bad week" is used to replace the word "period", which means "menstrual period" in English.

Let's pay attention to another group of euphemisms related to pregnancy and replacing the expression "to be pregnant" - "to be pregnant": "She is in the family way" [Cosmopolitan 2016: 134].

The euphemism "to be in family way" is used to replace the expression "to be pregnant" - "to be pregnant", as well as to make readers understand that a woman is morally ready to raise and educate future children.

"She's in a delicate condition" [Cosmopolitan 2016: 134].

The euphemism "to be in a delicate condition" means "to be in a delicate position", is used so that readers understand that a woman is not just pregnant, but have in mind the fact that in her position she needs special treatment and care.

In the group of euphemisms that denote a certain physical state, we have identified the following two more examples: "My boss is starting to look a little thin on top" [Cosmopolitan 2016: 114].

The euphemism "to be a little thin on the top" is used to replace the expression "to be bald" which means "to be bald" in English.

The choice of such a euphemism can be explained by the fact that the colleague did not want to offend his boss and used a more neutral word in his speech. "Exhibits can appear to be a bit worse for wear" [Cosmopolitan 2016: 118].

The euphemism "to be a bit worse for wear" is used to replace the expression "to be musty" - "to be outdated" and also in order to emphasize the ancient belonging of these things.

The identified groups of euphemisms were used by the authors of the magazines "Cosmopolitan" and "Men's Health" in order to encrypt from others any information about a subject, a person, about the real state of affairs. In the identified groups, euphemisms have the same purpose of encryption, because when reading such articles, we mentally mean other words that are more emotionally and stylistically colored, but we see a fairly calm and stable euphemized version of this word or expression that does not repel the reader.

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