Theoretical Foundations of the Study of Euphemisms

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Abstract: The article looks at the origin of words used in speech culture, that is, euphemisms, and is aimed at analyzing and studying the thoughts and ideas of world scientists about euphemisms.

Key words: euphemisms, taboo, mild words, prohibited words, linguistics.

The fact that communication between society and people changes over the centuries makes it necessary to change the ways and ways in which people interact, to the phenomena of speech beautification, softening. At this point, the concept of using aesthetically softened words appeared in place of those that were rude to say at the time of our communication. "Euphemiais a greek word and "eu" means "good", "pheme" means speech, speaking. The phenomenon of taboo and euphema is a historical process, which is considered mainly due to the emergence of language and thinking. It is a phenomenon with its own history of evolution due to the need of human beings to be treated as a result of the years, the need for caution and the need for eloquence.

The history of the study of euphemisms in domestic and foreign linguistics cannot be exaggerated if we say that Linguistics has not yet been formed as a science, and the term "euphemism" has been studied since the time of its emergence. It is better to start with the analysis of the concept of euphemism (as a higher linguistics). It had already appeared to express the word out of place, rough, through a phrase that would soften and replace it. It comes to antiquity - the heyday of oratory schools. Ideas about softening and decorating words and phrases formulated in a more specific semantic framework can be found in the work of the ancient Greek philosopher Aristotle, known as "rhetoric" from 300 BC. The Oratory of the Roman philosopher Cicero, who led a life two centuries later, found world famous, in his examples of oratory; he wisely used tips on the choice of influencing words, including euphemisms that exclude rudeness.

From this it can be seen that the issues of speech beautification and its diminutive, rude stature for the listener have been seriously focused on this issue since the centuries BC. From the middle Ages, the study of euphemisms began in the following three groups:

a)   words that move one word to another due to prejudice;

b)   words expressed in humility;

c)   words used in place of words that contradict the rules of etiquette.

Euphemisms belonging to the first group are used mainly in the place of words that attract evil, selfish thoughts in relation to a person or state. Such words include such words as 'die', 'give your life to devil'. Euphemisms in the second group were used in place of words contrary to their use from the moral side. Such words were mainly related to sexual intimacy or illness. Such euphemisms were mainly used in interpersonal communication to express a symbol of respect and infidelity. Euphemisms in the third group appeared mainly in the XI century, the sphere of their application is manifested mainly in the world of poetry (Troubadours).

The phenomenon of attachment in the dictionary for the first time of the term" euphemism" occurred in the middle of the XVII century. In 1656 Thomas Blount's glossography: Or, a Dictionary Interpreting All Such Hard Words of Whatsoever Language, Now Used in Our Refined English Tongue came out of publication. In it, the concept of euphemism is analyzed as follows: a good or favorable interpretation of a bad word". In doing so, it gives the meaning of "a good or useful interpretation of a rough word" if we translate the following explanation directly.

Studying various theoretical sources, it is worth noting that traditionally scientists treat euphemism and taboo as two closely related phenomena. The interest and attitudes towards the relationship between euphemisms and taboo made ethnographers J. Fraser, A Meyer, D.K. Zelenin conduct investigation on these two phenomena. In the XX centuries French linguist J. Vendryes, Danish linguist OttoJespersen and American scholars J. M. Stedman and Scots also began to study the relationship betweentaboos and euphemisms.

In the West an important factor in the study of euphemisms is applied research. This mainly related to British and American Linguistics. American famous linguist Ch. Key was one of the first to create a bilingual dictionary of euphemisms (based on English and Spanish languages). He revealed the attitude of euphemism to language phenomena through the term "indirect naming".Taking into account the fact that most of the British and American vocabulary is rich in technical and professional terms, slang, jargons and vulgarisms, these words further increased the attention of American

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and British linguists to the study of euphemisms, taking into account the fact that they cannot be understood by the great audience.

At the present stage of modern linguistics, euphemisms are carried out in-depth research and research not only in the field of lexicography, but also in the field of linguistics. The study of euphemisms by dividing them into specific thematic groups is also gaining popularity. For example: euphemisms related to the political, social, medical field can be mentioned.

It should be noted that even in the XXI Century, interest in the study of euphemism and taboo attitudes has not yet faded. The first works of the interest of Russian scientists in the study of euphemisms began in the middle of the twentieth century in 1961. It can be seen in B.A. Larin's work entitled "About euphemisms". But a few years earlier during 1935-1940 years D.N. Ushakov published an article on euphemisms under the Edit in the Explanatory Dictionary of the Russian language. There euphemisms were analyzed as follows: euphemism comes from the Greek word euphemia which means 'words of good omen'; it is a compound of eû , meaning 'good, well', and phḗmē, meaning 'prophetic speech; rumour, talk. The most interesting thing is that the following comment has not changed so far.

Returning to B.A. Larin's work, it is worth noting that the main purpose of the work is to highlight the problems of studying euphemisms and their basic programming rules that serve to become a factor for further research:

Application of modern euphemisms in place of euphemism and taboo attitudes, that is, words related to heresy;

Field of usage ofeuphemisms. On the one hand, the mandatory application of euphemisms in certain (journalism, diplomacy, oratory) areas, and on the other hand, their voluntary application (in jokes and mutants);

Fragility of euphemisms, in which, as times go by, their attractiveness becomes infected so that it is necessary to replace them with a new one;

Euphemisms are a scientific classification depending on their social nature, regardless of the name (part of the sentence, composition, origin;

Separation of euphemisms and tropes (metaphor, metonymy, synecdoche) according to their semantic structure and disclosure of their functional aspects (tropes)

In Russian linguistics of the XX century, as well as in foreign linguistics, a wide interpretation of euphemisms prevailed, therefore, euphemisms and substitutes for taboo names were mixed. However, in the scientific literature, a narrow approach to understanding euphemisms has also been identified. "Supporters of a narrow approach include in euphemisms only words and phrases that are used instead of words prohibited by the speaker.

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