

FUNCTIONING OF EUPHEMISMS IN DIFFERENT DISCOURSES

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Since ancient times there has been such a need to avoid harsh, shameful or “scary” words. Such linguistic phenomenon has got a name “euphemism”. Euphemisms have always attracted attention of a large number of linguists. For instance, A. Ross, J. Vandryes, R. Lakoff, O. Jespersen, Ch. Kany, R. W. Holder studied euphemisms from different perspectives. As far as euphemism is not a mere linguistic device, but a larger, extra-linguistic phenomenon that reflects cultural and social peculiarities of a nation, we are interested in it and its functioning in different spheres of life. The objective of this research is the study of euphemisms in different discourses with a special focus on veterinary medicine discourse.

Material and methods. This research work is the result of a thorough analysis of scientific papers and writings of different scholars on the topic of euphemisms. We have assembled a list of euphemisms and distributed them in terms of the discourse they are common for. Thus we have applied method of contextual analysis and descriptive analytical method.

Findings and their discussion. The English word “euphemism” can be traced back to 1656 when Thomas Blount wrote “Glossographia”. The term comes from Greek euphèmos (from eu, “good”, and phèmi, “I say”) [1]. Euphemism consists in replacing the original signifier, perceived as being offensive or unpleasant, by another one. People often use euphemisms when talking about sensitive topics such as death, love, disease, murder, war, supernatural forces, and body parts, anything they might not want to speak of directly.

Scientists distinguish two opposing notions such as euphemisms and dysphemisms. A dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason [1].

Euphemisation is one of the most intensive tendencies in modern linguistics. Euphemisms are used in various social spheres, and are characteristic of the following discourses: everyday, mass media, political, medical, veterinary medicine, religious and legal discourse.

Euphemisms that deal with political, military, commercial and environmental concepts are misleading and deceptive. This phenomenon is called doublespeak, which is not used to smooth out the corners of a particular word, but to deliberately distort or hide the true meaning. Most often, doublespeak is used for manipulation purposes. For instance, in the early days of the Korean War, President Harry S. Truman referred to the United States response to the North Korean

invasion as *a police action*, the Vietnam War is also referred to as *a security action*; reduction in salaries is referred to as *pay freeze*.

When euphemisms are appealed to in everyday discourse, the main idea is to sound polite, tactful or official. This is well illustrated in the following examples: *under the weather* is used for ill; *creative with the truth* for a liar, *economically disadvantaged* for poor, *between jobs* for unemployed, *to be over the rainbow bridge* for to die.

In literary texts euphemisms are used in order to make the language sound more literary, to create a comic effect and vivid images.

Euphemisms in medical discourse can be justified by the desire to protect the sick person from receiving bad news. This is related to the notion that the bad news itself would exacerbate the suffering. There is also concern that the patient may lose hope: *he is a special child* (meaning he's disabled or retarded); *I'm sorry to tell you this, but John isn't doing very well* meaning John is hopeless [4].

Euphemisms are also common in the communication between a veterinarian and an animal's owner or manufacturers of animal produce and consumers. In the former case industries hide behind euphemisms to disguise the reality of their industries. In 2019 New South Wales farmers voted for the complete exclusion of the word *slaughter* and for it to be replaced with the word *processing*. By referring to animals as *livestock*, animal farmers create a distinction between the animals they farm and other animals in the world. And organizations dealing with animal protection state that it seeks to deny the animals their individuality. Referring to animal flesh as *meat*, pig flesh as *pork*, and baby cow flesh as *veal*, among others, further detaches us from having to think about the animals whose bodies we are purchasing.

By using different words to describe animals when they are living and when they are dead, it allows us to avoid the discomfort caused by thinking of them in gas chambers or hung up on the kill line about to have their throats cut.

A vivid example when a word has a positive or negative connotation depending on the context is the term "euthanasia". When companion animals are euthanized, we use a euphemism and think of them being *put to sleep* because they are severely ill. Farmers will describe killing an animal on their farm as euthanizing the animal as if it is a merciful act, but instead of it being done in the animal's best interest, it is done in the farmer's financial interest [3].

As far as doctor-patient relationship is concerned transparency is the best practice. It is advisable to change medical jargon to reduce fear and enhance trust and understanding, to say *declaw* instead of perform onychectomy, instead of *is your dog exhibiting hematuria?* it's better to ask *have you noticed any bloody urine?*

Conclusion. Euphemisms are firmly embedded in the culture of every language. Though there are two sides of the coin. On the one hand, they help sound direct and accurate, or avoid directness in matters that can be offensive, abusive or unpleasant to the interlocutor for that reason or another. On the other hand,

euphemisms can be used for the purpose of manipulation, hiding the true meaning of the word. Euphemisms may be a soothing pill as well as a lethal weapon in communication. It exerts influence on the minds of people, can contribute to better communication or impair it. It is necessary to distinguish between situations where the use of euphemism is necessary, and where it is better to use the word in its direct meaning.

Comedian George Carlin is famous for reflecting upon language. He said: “I don't like words that hide the truth. I don't like words that conceal reality. I don't like euphemisms – or euphemistic language. And English is loaded with euphemisms. Because people have a lot of trouble dealing with reality”.

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2. Holder, R. W. How not to say what you mean: a dictionary of euphemisms / R. W. Holder. – New York ; Oxford: Oxford Univ. Press, 2002. – 501 p.
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MAIN FEATURES OF EVENT ARTIONYMS

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An artionym is necessary to form a certain attitude towards the perception of the picture. The direction that is created by artionym is significant because the success of communication between the nominator and the recipient depends on the information about subject, idea, genre features of the art work and also on the subject's readiness to perceive the picture.

The aim of the study is to reveal the main features of artionyms.

Material and methods. The material of the study is the names of paintings by the artists of the Vitebsk region.

The methods that are used are the descriptive method (studying, generalization, interpretation) and the method of component analysis.

Findings and their discussion. A significant function of the artionym is an orienting one: a certain image associated with the image on the artist's canvas is created in the mind of the recipient. Considering the degree of information content of the name of a fine art work, the ability to predict its semantics, we distinguish three categories of artionyms: orienting, non-orienting and disorienting.