

THE ROLE OF POLITICAL EUPHEMISMS IN MODERN POLITICAL DISCOURSE: STRATEGIES OF EVASION

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Abstract:

This article explores a few ideas about what euphemism is, its origins and uses. In order for a word to be used as a euphemism, its interpretation must be ambiguous to the listener. They interpret it literally or euphemistically. As euphemism expands, it becomes more like a synonym for the original term than a euphemism. In order to determine the most effective and widespread forms of political euphemisms, as well as specific features of terminological changes, structural forms of political euphemisms were analyzed as the purpose of this article.

Key words: political euphemisms, hidden meaning, direction, good speech, similes, metaphors, social truth.

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Since language is the main means of human communication, it is immediately present in society responds to all changes. Desired in the political sphere, social life as in the field, communication plays a very important role. In political discourse, politicians, to attract the attention of the society, support the society to one political force orientation for at the same time, political. The text of indicators is effective, hidden moments and society in the right direction the tendency to think is very important. Therefore, politicians are an unpleasant public from the lexical divisions that hide the events and decorate the accuracy resort to use. These lexical units are called euphemisms. A euphemism is a good speech in Greek - a phrase used to replace words that are inappropriate, ignorant, rude, or other linguistic units that are synonymous expressed concepts.

Political euphemisms are words or phrases used in certain political situations to soften or prettify potentially negative or unpleasant concepts. The social impact of political euphemisms can be as follows:

1. Hiding the truth: Political euphemisms are often used by governments or politicians to soften drastic or unpleasant actions. This can lead to misunderstandings in society and prevent the correct assessment of reality.

2. As a tool of manipulation: There is an opportunity to influence public opinion and manipulate people through political euphemisms. For example, calling a war a "peacekeeping operation" can hide its true dangers.

3. Appease the public: In some cases, euphemisms can reduce harsh criticism or protests. This allows governments to implement their policies with less resistance.

4. Creating ambiguity and ambiguity in society: When political euphemisms are used, the true meaning of the word can be obscured, which has a misleading effect on social debate and can divide people rather than unite them.

In general, political euphemisms have a significant impact on social relations, they can serve political interests and influence public opinion.

Here are some examples of political euphemisms and their social impact:

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War:

Original term: "War" or "military invasion".

Euphemism: "Peacekeeping mission" or "humanitarian intervention".

Social impact: The destructive nature of war is downplayed, leading the public to offer more support or show less resistance

Economic difficulties:

Original term: "Economic crisis" or "recession".

Euphemism: "Economic slowdown" or "market stabilization".

Social impact: People may not fully grasp the severity of the economic situation, potentially responding less urgently to real financial hardships.

In communication between people, euphemisms are often used to establish softer and more flexible communication. This is especially helpful when talking about uncomfortable or inappropriate topics. For example, saying "expecting addition" instead of "pregnant" is used to soften difficult situations. Euphemisms are used to maintain etiquette and moral standards in interpersonal relationships. You can show respect to others by softening sensitive topics. For example, it is more respectful to say "elder" instead of "elder". Euphemisms are also used to express feelings. People use softer expressions to maintain a relationship or to avoid offending someone. For example, when a person is laid off, a milder term such as "retrenchment" may be used.

In general, euphemisms are a convenient tool for avoiding conflicts and inconveniences in a social environment, maintaining decency, and maintaining a balanced relationship between people.

People use euphemisms for a variety of reasons, including:

1. Softening Uncomfortable Topics: People use euphemisms when talking about uncomfortable, difficult, or embarrassing topics. For example, by saying "passing away" instead of "dying", they soften hard feelings.
2. Maintaining social etiquette: Some words or phrases are inappropriate or unacceptable to say directly in society. In such cases, euphemisms help to choose polite and acceptable words. For example, instead of "toilet" it is said "bathroom".
3. Give a positive impression: Politicians, businesses, and ordinary people use euphemisms to soften their actions or decisions and make them appear more positive. For example, you can use the phrase "budgetable" instead of "cheap".

The wrong use of euphemisms can have a number of negative consequences. This causes ambiguity, misunderstanding or manipulation in communication. First of all, euphemisms can hide the truth or create ambiguity. For example, euphemisms used to smooth over unpleasant situations in the political or corporate spheres distract the public from reality and prevent them from having an accurate picture of the problem. Also, when euphemisms are used incorrectly, for example, when they express serious situations too mildly, the severity of the situation may not be properly assessed. This causes people to be apathetic or make wrong conclusions. Especially when it comes to serious issues such as health, safety, or economic crises, euphemisms can make people careless if they downplay the severity of the problem. In addition, when euphemisms are used to manipulate people, they can lead to mistrust and resentment. If the public or individuals are misled or mislead by euphemisms, this leads to a loss of trust and a breakdown in communication. In general, the misuse of euphemisms can have serious consequences, such as unclear communication, distortion of truth, and loss of trust.

Euphemisms in politics play a significant role in shaping public perception by softening the harsh realities of controversial actions or policies. While they can help avoid direct confrontation and make difficult topics more palatable, they also carry the risk of obscuring the truth, manipulating public opinion, and reducing accountability. Over-reliance on euphemisms can lead to distrust and confusion, as the true impact of political decisions may

be hidden behind vague or misleading language. Ultimately, while euphemisms can be useful communication tools, their careful and transparent use is essential to maintain public trust and informed discourse in politics.

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