QR – Issue   QR – Article

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THE FORM OF EUPHEMISM AND ITS FORMAL INNOVATIONS

Abstract: *This article deals with the form of euphemisms, its realization and its formal innovations. It discusses formation, structure and verification of the usage in different texts.*
Key words: *euphemisms, offensive things, inoffensive expressions, abbreviation, slang.*
Language: *English*
Citation: Sultonov, Kh., & Numonova, Z. (2021). The form of euphemism and its formal innovations. *ISJ Theoretical & Applied Science, 11 (103)*, 1119-1123.
Soi: http://s-o-i.org/1.1/TAS-11-103-128   *Doi*: crossref https://dx.doi.org/10.15863/TAS.2021.11.103.128
Scopus ASCC: 1200.

Introduction

Euphemism is an expression in language used to change some words that maybe hurt other who is listening. The word euphemism comes from Greek word eupheme. Eumeans well, and pheme means speaking. The eupheme was originally a word used in a place of a religious word that should not be spoken loudly. According to Wardaugh (Wardhaugh, 2010) euphemism in the form of wordsand expression permit people to have a topic about unpleasant things in interaction. It is also let the people to labels some unpleasant task and job in order to make them sound almost attractive. Katamba (Katamba, 2015) says that euphemism is motivated by the need to be sensitive to other feelings. It is come because in the late 1980s and early 1990s there was a debate about 'political correctness'. According to Pavlenko (2006), euphemism used to protect the speaker from the unexpected situation. When people say offensive things without considering about others feeling or opinion, sometimes it can lead them to the bad situation. As what Hillary Clinton did when she says that she has pinned down by sniper on her trip to Bosnia. However, her speech leads to the bad situation. Her speech did not help her for presidency campaign in 2008.

Very broadly, euphemisms are sweet-sounding, or at least inoffensive, alternatives for expressions that speakers or writers prefer not to use in executing a particular communicative intention on a given occasion (Burridge, 2012). It can be concluded that euphemism is an alternative form to express the unpleasant expression and used to avoid loss of face and shame. Keraf (Gorys, 2009) limits the concept of euphemism as follows (1) as an inoffensive expression, (2) a mild expression to replace the references that may be felt insulting, (3) or suggest something that pleasant for others. It can be said that euphemisms happen because there are needs of society to use that expression or to manipulate something offensive becomes inoffensive. Fromkin, Rodman, and Hyams (Fromkin, Rodman, & Hyams, 2018) depict euphemisms as words or phrases that replace taboo expression. As they state that powder room is a euphemism for toilet, which started

Materials and methods

The Form of Euphemism Warren (Warren, 1992) states that the form of euphemism involving three formal innovations. She deals with how euphemisms are formed. Warren's model is based on the contextual meaning. As she states that dictionary

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meaning is different from the contextual meaning. Dictionary meaning is the meaning of a language community, while contextual meaning is the meaning that is interpreted by interpreter in a context. Those three formal innovations are word formation devices, phonemic modification, and loan words.

Main part

The process forming euphemism according to Warren (1992: 45) are describes in the next part, as follows:

a. Word formation devices Word formation can be done in several ways:

1.Compounding is the process of combining two words that have milder meaning to replace the word which has an offensive meaning.

2. Derivation is the process of forming a word that produce a new word and new meaning. For example, SAPFU become "military blunder"

3.Blends is the process of forming a new word which is a combination of two or more parts of the word. In example,

4.Acronym is the word which is a combination of letters or syllable that is written and pronounced as acceptable word. The example of acronym is SNAFU ['Situation Normal All Fucked Up'], a military euphemism for a possibly unsuccessful event.

5. Onomatopoeia is the word that imitating the sound of the nature and environment.

b. Phonemic modification is the replacement of the word form. Phonemic modification consists of:

1.Back slang is the process of replacing the word form by inversing the word order. For example, epar (back slang for rape)

2. Rhyming slang is the repetition of intermittent sounds and usually found at the end of the adjacent rhyme line. For example, elephant and castle (rhyming slang for "arsehole")

3. Phoneme replacement Phoneme replacement is the process of replacing the rough form, offensive, and impolite to sound better. For example fug (instead of fuck) i.e. one sound of the offensive term is replaced.

4. Abbreviation is a new form by shortening the words or sentences into one letter or more.

c. Loan words. Words borrowing can come from various languages. Euphemism can be formed by borrowing foreign language such as lingerie from French, calaboose "jail" from Spanish calabozo, sativa "marijuana" from cannabis sativa the Latin name. According to Warren (Warren, 1992), formal innovation is not the only one process of forming euphemism. Besides formal innovation, there is a semantic innovation which consists of: particularizations, implications, metaphors, metonyms, reversals, understatements, and overstatements.

d. Semantic innovations are going to the form of new meaning from the provided meaning before.

1. Particularization: this type of euphemism should describe how the interpretation of words in context can create a new meaning because there is a certain type of euphemism that involves a creation of new contextual sense. For example, the yellow card "warning card in football". It is not only a yellow card, since yellowness is not only defining feature. It is used by the referee to warn the football players that they have violated a rule. This functional feature need not be explicitly stated. The interpreter know what is the meaning when the yellow card is showed.

2. Implication: in this case, the intended meaning can be drawn from something although it is not explicitly stated. For example hang up ("end a telephone conversation"), go to the toilet ("urinate and/or defecate"), sleep with somebody ("have sexual intercourse with some- body").

3. Metaphor: a figure of speech that describes an object or action in a way that is not literally true, but helps explain an idea or make a comparison. In this case, metaphor includes some dimensions of the conventional meaning which are also the dimensions of the contextual meaning. For instance: mole "secret agent" (both moles and secret agents work under cover); mousse "hair cosmetic" (both the dessert and the cosmetic have foamy consistencies); egg "head" (both heads and eggs have oval shapes).

4. Metonymy: usually called as a "general for specific" since there is a co-occurrence relationship between contextual and conventional meaning. This category includes the maximally general for "it" [sex] and contextually dependent "thing" [male or female sexual organs, etc].

5. Reversal (Irony): it is the opposite meaning of what has been uttered by someone. The conventional meaning of a word suitable with the contextual meaning as long as it is reversed. For example, early means "late" or blessed "damned".

6. Understatement: the conventional meaning of a word match with the contextual meaning when some features of meaning applies is reduced or decreased. For example, "sleep" [die] and "deed" [act of murder or rape].

7. Overstatement: it is also known as hyperbole, the conventional meaning of a word suitable with the contextual meaning by seeing how extent the degree to which some feature of meaning applies is exaggerated. For example, "a narcotic" become "all stimulating substances including dope, alcohol and marijuana." Besides Warren's model of how euphemism is formed, Burridge (Burridge, 2012) also explain the process of forming euphemism. The process of forming euphemism according to Burridge includes irony, hyperbole, metaphor, acronyms, ellipsis, circumlocution (or long-windedness), blending, reduplication, affixation and rhyming (slang).

Based on the explanation above, it can be concluded that the form of euphemism can be seen in

four processes, those are words formation; phonemic modification; loan words; and semantic innovation. Euphemisms are used in many areas. It can be used in politics, culture, medical, religion, media and also education. Arif (Arif, 2015) states that euphemism is used as strong instruments to influence and sometimes to manipulate the listener or change his or her perception of actual facts. There are a lot of such misleading words in public speeches, official papers, media, etc.

Euphemism is not always used to make offensive become acceptable. There are the other functions of euphemism that can be found. According to Burridge (Burridge, 2012), there are six functions of euphemisms.

1. The protective euphemism – to shield and to avoid offense Euphemisms are known as avoidance language and evade expression.

People create euphemisms to overcome problem of how to talk in different context about things may be different one from another. This euphemism is used as verbal escape to response taboo words. These include private parts, the functions of body, sex, anger, manipulates, madness, disease, death, dangerous animal, fear, God, and so on.

2. The underhand euphemism – to misrepresent There is a feeling when all euphemism is untrustworthy. Euphemism does not say something directly - in certain context, something that is forbidden can be accepted by not using direct term of how to say it. However, the vocabulary of euphemism is used in many areas such as politics, military, and medical. In these areas, euphemism is used not to hide the topic, but to camouflage the topic. This is the sort of doublespeak that turns death into a substantive negative patient care outcome, a diagnostic misadventure of the highest magnitude or a terminal episode; dying into terminal living and killing into the unlawful [or] arbitrary deprivation of life.

3. The uplifting euphemism — to talk up and to inflate. This kind of euphemism is used to please, uplifting, and lift or build a conversation that refer to a positive thing. This uplifting euphemism appears in the trade, business or to lift a certain group. The hamburger industry uses the term autocondimentation rather than precondimentation 14 as the economical way of differentiate a client. They use this term in order not to get the meaning, but to give the hamburger a certain dignity.

4. The provocative euphemism — to reveal and to inspire Euphemisms are deliberately provoking in the pen of political satirist. The writers use euphemism to explain something tabooed publically, such as in George Orwell's Animal Farm and the "Camera Song" by Grit Laskin (the tune Three Drunken Maidens). The aim of this euphemism is not to hide the unpleasant fact, but to help people to remove the view of negative social stereotype.

5. The cohesive euphemism. This kind of euphemism is used to show solidarity in group or help to define the gang. People use this euphemism to strengthen their relation among others. Also, this kind of euphemism is used to show the characteristic of one group.

6. The ludic euphemism — to have fun and to entertain It is clearly seen that many euphemisms are made to entertain. Ludic euphemisms are forming a part of our everyday verbal play and, as Allan (Allan & Burridge, 1991) shows, the manipulation of language that is displayed by the speaker is extraordinary creative at times — ordinary speakers take ordinary sounds and letters, words and phrases and put them to extraordinary uses in the expressions they construct.

The explanation about the function of euphemism above shows that language is dynamic. As Warren (Warren, 1992) says that word's meanings are dynamic and negotiable. People can use language according to their purpose, function and needs in interacting with others.

The Impact of Euphemism Besides the form and functions, the impact of euphemism becomes a consideration in the interlocutory. People are usually use euphemism to tell something like is not it. In this concern, Ren and Yu (2013: 45) maintain "euphemism is a form of language intentionally created in social relations to achieve ideal communication. Without them, any language would seem to be vulgar and rude and void of politeness to some degree". Euphemism disturbs the listeners from potential conflict or offense by making something sound acceptable, often camouflage the speaker's true feelings.

The impact of euphemism not only happens to the listeners, but also the speaker. Face Theory, proposed by Goffman (1967), constitutes a key element in the analysis of conversation. Euphemism acts on each of these two dimensions of face: first, it responds to the speaker's need to soften potential social conflicts which may change the interlocutor's prestige; second, it supposes a way to minimize a threat to the interlocutor's independence. It is clear that euphemism is not only used to avoid the unpleasant feeling's of the listeners in order to minimize or even to lose the potential conflict, but also to save the speaker's face. Since euphemism also relates to politeness, it can help the speaker to speak politely to have a positive face in society. Holmes (2001: 268) states "A polite person makes others feel comfortable. Being linguistically polite involves speaking too appropriately". When others feel comfortable with the speaker, there will be a worthy relationship. However, the use of a euphemistic formula must be adequate both to the interlocutor and to the degree of formality in the communicative setting. On the contrary, the speaker may be running the risk to put himself in a superior position to that of his interlocutor, losing, therefore, as Hudson (1980:

115) argues, social prestige in that context. From the explanation, it is clearly seen that there is a relation between euphemism, politeness strategies and face. Politeness is defined by the euphemistic strategies employed and face can be measured according to the degree of euphemism present in social interaction. These mutual relationships obviously link politeness with face.

Crespo (2005) believes that to avoid the threat of certain conflictive speech acts, euphemism responds to two motivations, as shown in the above diagram. Crespo assumes that the first kind of motivation is to reinforce politeness in social discourse; and the second is to save the addressee's face as well as the speaker's own face. He also states that the relation between those three aspects is deeply rooted; and those, euphemism, face and politeness are interconnected phenomena which pursue a common aim: social harmony in communication. In this case, the opinion of Crespo in line with what has been stated by Burridge (Allan & Burridge, 1991) that euphemism keep the relation between the addressee and the speaker in a good harmony.

Previous Study Euphemism has been studied by many people. However, euphemism is still become a popular topic to be studied because it is used in many areas and in mass media nowadays. Some previous studies that discuss about euphemism can be the consideration related to the theory, method, and the result of the study. There are some previous studies that have been done: Yohana Sari-Fah (2007) studies euphemism in an "American Pie" script that is using English. This study explains about the meaning relation and semantic change happens in euphemistic expression that is found film "American Pie 5." Yohana Sari Fah applies descriptive-qualitative method to describe the types of meaning relation and semantic change on film "American Pie 5."

Face the types of euphemism such as: metaphor, rhyming slang, remodeling, circumlocution, clipping, abbreviation quasi-omission, metonymy, hyperbole, understatement, borrowing and abstraction. The study about euphemism also has been conducted by Hojati (Hojati, 2012). which discusses the euphemism in the context of English-speaking media. This study uses quantitative research design to know the frequency of using euphemism in English-speaking media I Iran. Hojati uses McArthur's theory that is the relation between euphemism ad journalism to analyze the data. While for analyzing the function of euphemism, Hojati uses Miller's (1999) theory. Hojati found that the euphemism is used by the English-speaking media to explain about economy, military, and also disability.

The other study about euphemism has been done by Linfoot (Linfoot-Ham, 2005) which has titled A Diachronic Study of Euphemism Formation. This study examines how people use euphemism to talk about sex is a direct reflection of these social concerns. Linfoot uses an existing model from Warren to examine the data.

All the studies above explain about the form and function of euphemism. However, those studies stop at the two explanation without go further about what are the impacts of euphemism if it is uses in daily life. It will be better if the effect is included so the society can keep or even create a good harmony in relationship with others. The differences between this study with those previous studies are in the sources and techniques to collect and analyze the data, as well as the research question.

Conclusion

In this research, writer uses the theory of Kate Burrigde to identify the form and function of euphemism found in English Language Education. Also, the theory of the reflexivity between politeness, euphemism and face to know impacts of euphemism in the interlocutory.

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