

PERIPHRASES USED IN THE POLITICAL FIELD

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Annotation: *In this thesis, we will give some information about political communication and periphrases used in the political field.*

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Political communication is currently the studying object of linguists, which is associated with an increased interest of society in language as an ideological means to impact public consciousness. Political discourse is characterized by a whole complex of special language means, speech strategies, and tactics, as well as manipulative technologies, the main purpose of which is to indirectly form public opinion. One of such widely used and not always recognized by the recipient's manipulative means are periphrases that allow a politician to veil the negative sides of objective reality and mitigate the negative reaction of the audience to the indicated problems [3,1].

In the field of political linguistics, the problems of studying periphrases have become more and more relevant. This is due to the specifics of political discourse when direct expression of thoughts is impossible because of expediency, inner-party discipline, and political attitudes, as well as moral, ethical, cultural, social, and other norms.

Scientists identify several functions of euphemistic periphrases: intensional, socio-regulatory, contact-establishing, emotive, expressive, etc. However, the primary function of euphemisms is pragmatic. Its implementation is determined in context since the choice of euphemism is subject to one or another set of speakers. From the point of view of political discourse, the process of euphemization is a condition of compliance with the political correctness of speech. Based on the work of L.G. Ionin, under political correctness, we understand the avoidance of using certain expressions about the addressee, who can count them offensive to oneself. In the course of communication, the use of euphemisms by politicians also helps to gain support from voters. Paradoxically the fact is that, on the one hand, euphemisms contribute to the concealment of meanings, however, on the other hand, they clearly emphasize the negative evaluation of the hidden information [2,2].

Periphrasis is defined as "syntactic-semantic figure, consisting in the replacement of a one-word mostly naming an object or action by a descriptive verbose expression". We find a similar understanding of the term in the works of linguists. So, T.A. Prokudina believes that a periphrasis is an original combination of words that has no equivalent among free phrases, correlates with one reality of the surrounding reality, and being a figurative synonym for a word, carries additional information about an object or phenomenon.

According to Y.S. Stepanova, the periphrasis characterizes the relationship between two units in which "the identity of the denotation is preserved - the designated object or situations, but the meaning, or significant, changes. The speakers, one or more, in the dialogue seem to describe the same subject from different points of view". Thus, the periphrasis "represents fighting the identity of two vocabulary

units based on the identity of their referents, established about a particular situation using two sentences, one of which includes one of these units, and the other - in the same syntactic functions of another" [1,1].

According to V.P. Moskvina, periphrasis performs the following functions in the text: periphrastic variation (to avoid tautologies), decorative, playful, and euphemistic (mitigation, indirect naming, encryption).

In the Linguistic Encyclopedia dictionary edited by O.S. Akhmanova euphemisms are defined as "emotionally neutral words or expressions used instead of synonymous words and expressions that seem to the speaker indecent, rude or tactless". A similar interpretation of euphemism is given by D.E. Rosenthal, who calls it the "softening designation of an object or phenomenon, a softer expression instead of a rough one".

The analysis of the material made it possible to identify areas of functioning of euphemistic periphrases. The euphemisms of the following thematic groups are the most frequent in use [1,3].

1. Euphemisms softening the age discrimination. Relatively recently, the term ageism arose about the oppression of people of a certain age. Other common euphemisms (senior, mature and seasoned, middle-age, gray-haired), replace the word old, for example:

The BBC intends to recruit a female newsreader over the age of 50 to allegations of ageism. The BBC has faced claims that older female presenters are forced out in favor of younger, more attractive, women.

Compare: Jones is pushing the idea of a "middle-age", about 40-to-59-year-olds who don't feel young anymore but don't feel old, and have plenty of discretionary; With unbridled yearning charismatic drifter and a middle-aged woman lift each other to unimaginable heights, only to fall with unimaginable results.

2. Euphemisms smoothing property discrimination. The cause of the creation of such euphemisms, as a rule, is the desire of officials of various ranks to smooth problems of property inequality of people.

The word *the poor* in print was replaced by *the needy*, *the ill-provided* (unsecured).

3. Euphemisms serving as a cover for aggressive military action. Words like *involvement and conflict* usually replaced by *aggression and war*; destruction of the armed resistance became known as *pacification* (appeasement), instead of the word bomb, the word device is used, and instead of the bombing - *limited air strike or air support*.

For example, *Afghan-Americans have traveled to Pakistan to gain training from Al Qaeda, and have attempted to set off improvised explosive devices in the group's name in the U.S.*

Euphemism- explosive devices soften the direct name bombs.

When even to this day, there is a pay gap between white and Afro-Americans for the same jobs.

A euphemism – "Afro-Americans" allows for avoiding direct reference to race.

Last year, after racial tension at Cambridge's predominantly middle-class Agassiz School ended in the departure abrupt of Principal Peggy Averitte.

The significantly softened racial tension hides major riots; a series of beatings organized by racists, and, as a result, does not cause a sharply negative assessment of what is happening in the mind of the reader.

Non-Irish immigrant groups were often treated with contempt and denied city jobs. Non-Irish immigrant characterizes the large flow of immigrants arriving into the country, without indicating their nationality appropriateness, and also prevents the emergence of a hostile attitude towards immigrants from the indigenous population.

To conclude, periphrases can be specified in different spheres. In political communication periphrases, especially euphemistic periphrases used to express the thoughts in a polite way because of ethical, moral and cultural norms.

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