

CAUSES, GOALS AND CONDITIONS OF EUPHEMIZATION OF SPEECH

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Annotation. *This article is devoted to the study of causes, goals and conditions of euphemizations of speech.*

Key words. *causes, goals, conditions, euphemizations, speech.*

Annotatsiya. *Ushbu maqola nutqni evfemizatsiya qilish sabablari, maqsadlari va shartlarini o'rganishga bag'ishlangan.*

Kalit so'zlar. *sabablari, maqsadi, shartlari, evfemizatsiyasi, nutqi.*

Аннотация. *Данная статья посвящена изучению причин, целей и условий эвфемизации речи.*

Ключевые слова. *причины, цели, условия, эвфемизация, речь.*

Communication is an essential part of our life. Many people are willing to give everything to be heard and understood. The success of communication lies in understanding the goals of one of the parties by others participants in the dialogue or the search for comfortable conditions for all parties. One of the rules of success is the euphemizations of speech.

Let's take a closer look at the reasons for the euphemizations of speech: One of the most significant reasons is taboo. So, taboo is a Polynesian word made up of ta - "to mark" and pu- "entirely dedicated", "sacred".

Tapu or tabu means "inviolable, forbidden". This word was brought from the island of Tonga to Europe by the English navigator James Cook. Among the tribes at the bottom of the social development, the taboo is the "code of prohibitions", the purpose of which is to regulate and protect the life of a community of people. Must not to scatter ashes – "you will burn." You can't poke a rat hole with a stick - "the earth will open up and swallow you up."

Traces of naive ideas clearly appeared in the worldview of ancient man, for example, the Greeks named their goddesses of punishment and revenge with a second, fake name - Eumenides, which translates as benevolent.

The ancient Jews also imposed taboos on the name of their deity. Violation of it was punishable by death. In this regard, the name of the deity was forgotten, and only in In the last century, scientists established that it sounded like Yahweh. Instead of this "real" name, three others were used: Jehovah, Sabaoth and Adonai.

It is no secret that the concept of taboo arose on the basis of beliefs. In ancient times, there was a belief in higher powers.

People believed that it was they who controlled the yield from the fields, the well-being and health of loved ones. For example, it was believed that members of the tribe were forbidden to touch the body

and belongings of the deceased leader. People followed all the rules adopted in their society, so that angry spirits would not bring trouble on their lives.

Having considered this fact, we can say with full confidence that the beliefs of our ancestors left an imprint on our speech. For example, there is a hypothesis about the origin of words such as: dusk, fever, dawn.

People used impersonal verbs because they were afraid to name aloud the force that causes these phenomena [Telia 1998: 203].

In our study, we came to the conclusion that this force of relevance in pronunciation, around the taboo word, gave rise to substitution words that only approximately reflected the subject of taboo itself, having in its reflection an admixture of distortion, and not the purity of existence, the image of this object.

This whole process of tabooing is based on the identification of "things" and words. Matched words often lead to other consonant words or the same words, but in different meanings. This is the basis of the process manifested itself in the interconnection and interdependence of words in the consciousness of ancient man. And a new word replacing the ban received the name is a euphemism (from the Greek words translated "well, I speak politely"), which was another source of the formation of synonyms in linguistics.

Euphemism (Greek: εὐφήμη — "blagorechie") is a word or descriptive expression neutral in meaning and emotional "load", a foreign word or meaningless consonance, usually used in texts and public utterances to replace other words and expressions that are considered indecent or inappropriate.

Euphemisms are used in speech or printed texts to replace words recognized as rude or "obscene", for example, abusive and obscene words.

Sometimes "non—literary" words with less negative "load" are used as euphemisms than swearing and mat - colloquial, slang, author's. The use of euphemisms significantly mitigates the negative "load" on the text of abusive or abusive words, although in most cases it is possible to determine which word it replaces by euphemism or by the meaning of the text. [Khakimova 2015: 25].

In the course of our research, the following goals of euphemizations of speech were identified:

The desire to avoid communicative conflicts Each addressee wants his communication to be successful, thereby using the most tactful words so as not to cause the interlocutor a feeling of communicative discomfort.

For example, imagine the following situation: bus passengers, being complete strangers to each other, are forced to point to the right person by his appearance.

For example, man A, who paid the fare, needed change. And only woman B had the closest distance with conductor B. Imagine that conductor C, gave woman B change and said: "Please tell that long man over there." In this situation, the word "long" would not be quite correctly used and could offend man A. And now, imagine if the conductor At I would have addressed the woman B differently: "Please tell that tall man over there." In this case, the communicative situation would have been successful and the goal of communication would have been achieved.

Veiling. Veiling is used in cases where in certain societies it is not worth calling things by their proper names.

For example, fast forward to the times of the Soviet Union. Let's imagine a dialogue between two men in the market. One man wants to save money on some product. The seller reluctantly concedes in price, calling him a "Zionist". In this communicative situation, the offensive word "Jew" is replaced by "Zionist".

Encryption. The addressee may euphemize his speech in order to hide information from others.

For example, a person who is looking for a job comes across the following ad: "Plant A, engineers and movers without bad habits are required to work." The phrase "without bad habits" is used, meaning lovers of alcohol.

In our work, we also paid attention to the conditions of euphemizations of speech. Euphemisms are an integral part of our speech.

People use euphemisms in the following communicative situations:

1) The communicative situation has a rather rigid social control, in such cases the speaker filters his speech according to the behavior of other participants. The speaker is in a certain speech framework that does not allow him to use everyday vocabulary.

2) The communicative situation is poorly controlled by others.

Thus, we can draw the following conclusion that the situation in which euphemisms are used is related to the context and nature of the speech situation.

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