

ENVIRONMENTAL EUPHEMISMS IN THE ENGLISH LANGUAGE

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Annotation: *When talking about climate change, words matter. They have an effect on behavior as well as thinking. We argue that euphemisms, a type of language that is frequently used in climate change communication, can harm the goals of increasing climate change awareness and changing behaviors to reduce emissions.*

Key words: *eco euphemisms, climate policy; words, flora and fauna issues, environmental problems.*

The issue of society's relationship with nature has become critical in recent years. This is because of the rapid development of science and technology. This, in turn, has negative effects like a decline in the quality of the human environment, a loss of natural resources, the extinction of some animal and plant species, and so on. As a result, environmental issues are one of the most important topics covered in the media. However, not all representatives of the media are prepared to accurately and realistically describe any situation. As a result, they attempt to soften and cover up the unpleasant truth by euphemizing unpleasant and tactless expressions.

In order to better understand euphemistic vocabulary, we decided to group words and expressions that are frequently used together. The classification of euphemistic vocabulary revealed a number of thematic groups, each of which contains a number of subtopics:

- Flora and fauna issues (such as the destruction of biological species, hunting, the activities of livestock businesses, and deforestation);
- Environmental problems, including pollution of the atmosphere, lithosphere, and hydrosphere;
- Production in the industrial sector (including the nuclear, chemical, and oil industries and their waste).

In this article we want to focus on the first type of the thematic group. *Euphemisms are used to describe the world of animals and plants.* Man's direct influence on flora and fauna is represented by the gradual extinction of species that provide food or other material benefits. However, the overuse of mineral fertilizers in agriculture, ocean pollution, and other anthropogenic factors have also had a negative impact on the animal and plant world in recent years.

It is necessary to point out that this thematic group contains the majority of all euphemistic substitution examples found. The fact that this group contains a significant number of euphemisms serves as an indication that the media regularly pay attention to the various problems caused by the increasing anthropogenic load on the biosphere. There are many different ways to create English euphemisms for the topic "problems of flora and fauna." Since the internal form of the word is rarely apparent to those borrowing it, and the meaning is rarely motivated, foreign-language borrowings are frequently used in place of this direct name because there are no negative associative links.

This method of creating euphemisms is used to substitute more beautiful, elegant, and elegant designations for real-world events that elicit negative emotions.

INTEGRATION OF PRAGMALINGUISTICS, FUNCTIONAL TRANSLATION STUDIES AND LANGUAGE TEACHING PROCESSES

For instance, the French word "abattoir" is the same as the English word "slaughterhouse" and means "butchery".

It is necessary to look at the context in order to determine the purpose of this euphemistic substitution: *A spokesman for the **abattoir** said vehicles belonging to neighbouring businesses had "blocked access, preventing the removal of animal waste in a timely and efficient manner"* (Investigation over 'Birmingham abattoir stench').

Since the English word "slaughterhouse" will undoubtedly evoke negative emotions in readers, the euphemism "abattoir" serves an aesthetic purpose in this instance. As a result, a more beautiful foreign word can conceal a negative connotation. However, the following usage of this euphemism demonstrates a different purpose:

*At his farm in Todmorden, West Yorkshire - separately from his **abattoir** business - Mr Boddy keeps dozens of beasts not usually found in the North of England* (Welsh factory at centre of 'horse kebabs' scandal was accused of selling illegal meat 10 years ago).

The euphemistic substitution serves as a veil in this instance, concealing the unpleasant essence of the term "slaughterhouse" for the recipient.

The expansion of the semantic structure or abstraction is the next form of euphemism. This includes nouns that have a broad meaning and are used to describe very specific things and actions. It is important to note that the verb "to kill" is actively euphemized across all human endeavors, and there are numerous examples of this euphemistic replacement in environmental discourse, such as: to take, eliminate, complete, and get away with. However, participants in communication can comprehend the negative connotation of these common words if used appropriately:

*One 20-pound adult coyote responded to the call and **was** safely **taken** from the park by lethal means* (Unusually Aggressive Coyote Removed From Nehalem Bay State Park).

*I once **knocked down** a fine mule deer with the same kind of shot* (The Experts' Guide to Shooting Handguns and Rifles).

The preceding examples of the euphemistic replacement of the verb to kill serve the purpose of veiling—that is, they soften the interlocutor's rude and unpleasant vocabulary for social reasons.

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INTEGRATION OF PRAGMALINGUISTICS, FUNCTIONAL TRANSLATION STUDIES AND LANGUAGE TEACHING PROCESSES

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