

RESEARCH OF EUPHEMISMS IN WORLD LINGUISTICS. THE CONCEPT OF WOMEN IN EUPHEMISMS

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Abstract:

In this article, the essence of the phenomenon of euphemism in world linguistic culture, the definitions given by scientists, and the study of euphemisms by world linguists are given. Euphemisms representing the concept of woman are also discussed.

Keywords: euphemism, taboo, euphemism, language problems, semantic category, woman, concept, linguistic culture.

Introduction

Today, linguistics and cultural studies are relevant as a major branch of linguistics. Language is considered by linguists as an important tool of communication between people in society, as a mirror that reflects the values and worldview of a particular nation or group.

In particular, the phenomenon of euphemism is of particular importance in linguistic and cultural studies. It would not be wrong to say that this aspect is significantly related to the desire to avoid misunderstandings in the process of communication between representatives of different cultures.

Euphemisms were a reflection of the national outlook, culture, and values of the peoples of the world. According to this aspect, the need to convey the speech to the listener softly and correctly, to prevent cultural shock situations in communication and translation, and to enter into communication between countries in a culturally correct way, requires a deep study of euphemisms in linguistics.

Euphemism is derived from the Greek words *euphēmismós*, meaning *eu* - "good" and *Femi* - "to speak", the use of aesthetically pleasing words in place of rude words in communication. represents the meaning. "Euphemism" was entered into the dictionary for the first time in the middle of the 17th century. In 1656, Thomas Blount's dictionary "Glossographia: Or, A Dictionary Interpreting All Such Hard Words of Whatever Language, Now Used in Our Refined English Tongue" was published, in which the concept of euphemism was defined as "a good or favorable interpretation of a bad word (see It is defined as a good or useful interpretation of the word pol."¹

In ancient times, although the phenomenon of euphemism was not defined directly, ideas were expressing its meaning. Such views can be found in the work "Rhetoric" created in 300

¹ Katsev A.M. Linguistic taboo and euphemism. – L.: LGPI, 1989. – P. 15.

BC by the ancient Greek philosopher Aristotle based on the ideas of softening and embellishing the words and phrases used in the language from a semantic point of view.

Linguists around the world have given different rates to the term euphemism. The American historian and lexicographer Thomas Blount was one of the first to provide information about the units that reflect the phenomenon of euphemism in science, and emphasized that euphemisms are "the interpretation of a bad word with a better or better one." Another American linguist, P. Howard, says that "euphemism is the phenomenon of using soft, non-heavy expressions instead of rude, indecent, inappropriate expressions." M.H. Abrams defines euphemisms as "harmless expressions used in place of expressions that might embarrass or embarrass."

Also, in the classic dictionary of Russian linguist O. Akhmanova, euphemism is defined as "a transfer of an object or event consisting of a portable, hidden, polite, softened expression."

Thoughts revealing the essence of euphemism are also covered in the works of Far Eastern linguists. For example, the Chinese linguist Wang Sitze (wángxījié) gives the definition that "Achieving one's purpose by turning it around in situations where one does not want to speak directly and cannot speak is called a euphemism."

Considered one of the first indigenous researchers of euphemism, Larin defines euphemisms as words used as "renaming due to prohibition."

² In Uzbek linguistics, the phenomenon of euphemism is explained by A. Hojiyev as follows: "Euphemism is a rather soft form of expression of something-event; using a non-obscene word or phrase instead of a rude, indecent word, phrase or taboo."

It seems that many scholars approach the definition of euphemism primarily as a means of softening harsh meaning and unpleasantness.

³ As a phenomenon that occurs in every language, euphemisms have aspects that show the richness and charm of the world's languages. In the process of communication, it is important to avoid negative words in the language, to avoid using words that cause discomfort to the listener or humiliate his personality, to avoid using words that are contrary to moral standards, and to convey the speech delicately and gently.

Euphemisms allow for maintaining positive relations between people, replacing harsh words and phrases with words with softer meanings. Many works on euphemisms and their research have been carried out in world linguistics, and these works occupy important places in the works of English, French, German, Czech, Russian, and Chinese linguists. For example, J. Vandries, N. Berdova, V. Fromkin, R. Rodman, E. Toropsteva, R. Keyes, A.M. Katsev, B.A. Larin, L.P. Chrisin, M.L. Kovshova, B. Warren, H.A. Rawson, R.W. Euphemisms have been extensively explored in research by Holder et al.

² Enright D.J. Fair of Speech: The Uses of Euphemism. Oxford University Press, 1985. - P. 13.

³ Howard P. The State of the Language. -NewYork: Oxford University Press, 1985. - P.101.

⁴ The phenomenon of euphemism in general linguistics was covered by linguists such as J. Vandriyes, and L.A. Bulakhovsky in the literature related to the field at the beginning of the 20th century.

Euphemism research in the Korean language was carried out in the early 20th century, and the first studies were carried out by Cho Hye-seon (johyeseon) and Park Sin-hyeok (bagseunghyeog). These scholars studied euphemisms as an object of grammar and lexicology based on the characteristics of other languages. In addition, Kim Moon Chang (gimmunchang), Kang Hyeon Seog (ganghyeonseog), and Pyo Kyong Hyeon (pyogyeonhyeon) have also studied euphemisms according to their specific characteristics.

⁵ In the works of many scientists who have studied the phenomenon of euphemism, it is emphasized that the importance of the social factor in the use of euphemisms is high. The above points show that there are different approaches to defining euphemisms and they include many aspects specific to linguistic phenomena.

According to the research findings, several criteria allow to classification of language units as euphemisms. Euphemisms are one of the important tools that show the level of communication culture and the level of speech culture.

⁶ For example, the Uzbek speaker uses the word "to give birth" as "to have a child", "to give birth to a child", "to see a child", "to open one's eyes", and "to lighten up". It is more acceptable to use the words "to". The cultural level of the speaker can be assessed depending on which of these expressions the speaker uses in the speech.

Euphemisms, which are considered a changing tool of the language, are studied not only depending on the status and position of the speakers but also on other important factors such as the type of culture, national identity, and mutual value relations in society.⁷ Also, many scientists determine the conditions for using a language unit as a euphemism and determine the conditions for their use by several factors. These factors are:

- context factor;
- social factor;
- style factor

The cultural development of mankind affects the development of language, and as culture rises, euphemisms become more refined. "Therefore, while studying the phenomenon of euphemism, it is necessary to take into account the socio-cultural environment associated with its origin"

⁸ It should be noted that the phenomenon of euphemism is a phenomenon inextricably linked with the emergence of language and thinking. It has been formed over the centuries and has gone through evolutionary stages along with the language based on the needs of human communication and eloquence.

⁴ Abrams M.H. AGlossary of Literary Terms. Harcourt Brace College Publishers, 1993.-P.

⁵ Akhmanova O.S. Dictionary of linguistic terms. - M.: SE, 1969. - P. 521.

⁶ 王希杰, 汉语修辞学(修订版)北京: 商务印书馆, 2004

⁷ Larin B. A. On euphemisms // Problems of linguistics: study. zap. LSU. 1977. No. 301. Issue. 60. pp. 110-124

⁸ Khojiev A. Annotated dictionary of linguistic terms. - T.: Teacher, 1974. - B. 56.

The use of euphemisms is found in any language and they are considered to be related to the life of society.⁹ The demand to inculcate politeness in speech and pragmatic features that attract the listener has been increasing in social life since ancient times.¹⁰ This requirement creates the need for Larin B. A. On euphemisms // Problems of linguistics: study. zap. LSU. 1977. ¹¹No. 301. Issue. 60. pp. 110-124 to avoid and paraphrase words that are considered rude and inconvenient ¹²to say, contrary to moral norms. Let's see what euphemisms can be used instead of the word "to die" in different words: instead of merit in Russian - prestavitsya, otoyti k Bogu (Gospodu), and in English "died" - "bought the farm" instead of "died", in Chinese instead of sǐ Sǐ - qùshì Qùshì, jùxīngyǎnlùò Jùxīng yǎnlùò (flying star), in Korean jugda o instead of - dol-agenda (to return) can be used.

¹³ The use of euphemisms can vary from culture to culture. Accordingly, the use of euphemisms is carried out by religious, historical, moral, social political, and other similar factors. In the Middle Ages, the study of euphemisms was carried out by dividing them into three groups:

- Words that substitute one word for another due to superstition;
- Words expressed with humility;
- Words that are used instead of words that contradict the rules of etiquette and moral standards.

It is known that the change of time and social environment is directly reflected in the language. The life we live is also in the context of intercultural communication. According to this feature, certain social factors determine the relationship between men and women in certain societies. Moral values, norms of behavior, and stereotypes existing in the culture require the use of completely different expressions for the concept of man and woman in speech. Historically, for the peoples of the world, even at the initial stage of social development, women differed from men with certain views and concepts.

¹⁴ For example, in ancient times, at the first stage of the development of society, the matriarchy, that is, the mother's clan, was dominant in the management of the human community, but over the ages, men have gained absolute superiority over the values, norms, and moral rules of humanity that have reached to this day. In ancient times, women were treated as weak and treated accordingly. With the change of time, the role of a woman in the life of the society also changed. This caused a change in the image of a woman.

In the increasingly globalized era, the issue of increasing the role of women in state and community management, reforms in the fields of entrepreneurship, and science, and ensuring the strength of the family institution is gaining urgent importance. Raising the

⁹ Bulakhovsky L.A. Introduction to linguistics. – M.: Bukinist, 1954 – P. 174.

¹⁰ 김종락. 이디엄 연구. 어문학통권제 25 호. – 서울: 한국어문학회, 1971.

¹¹ 김문창. 국어의 의미론적 유연성 연구. 낙선문학제 5 호. – 서울: 낙선어문학회, 1966.

¹² 박영순. 관용어에 대하여. - 서울: 신암이을환교수회갑기념논문집, 1985.

¹³ Senichkina E. P. Euphemisms of the Russian language: Special course / Textbook. M.: Higher School, 2006.

¹⁴ Krysin L.P. Euphemisms from modern Russian speech. Russian language at the end of the century. – M.: EKSMO, 1996.

social status of women, and increasing their participation in the socio-economic, political, and cultural spheres of society based on gender equality is an important issue in the world community today.

These aspects are also reflected in linguistic culture. The gender factor is also considered one of the important factors that cause wide discussions and topics in social life. Accordingly, it is appropriate to consider the concept of man and woman as two poles in linguistic culture. Euphemisms expressing the concept of woman and man in the language have completely different aspects.

¹⁵ The concept of women appears as a separate topic in linguistic and cultural studies. Euphemisms for women's appearance, age, behavior, and position in society have been researched, and divided into different thematic groups.

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