

COMMUNICATION STUDIES. СОЦІАЛЬНІ КОМУНІКАЦІЇ

УДК: 37:316,3(477)

[http://doi.org/10.31548/philolog13\(4_2\).2022.006](http://doi.org/10.31548/philolog13(4_2).2022.006)

FUNCTIONAL AND PRAGMATIC ROLE OF EUPHEMISMS AND DYSPHEMISMS IN ENGLISH POLITICAL DISCOURSE AND THE MASS MEDIA

ФУНКЦІОНАЛЬНО-ПРАГМАТИЧНА РОЛЬ ЕВФЕМІЗМІВ ТА ДИСФЕМІЗМІВ В АНГЛОМОВНОМУ ПОЛІТИЧНОМУ ДИСКУРСІ ТА ЗМІ

Ю. І. Самойленко, студентка 2 року навчання в магістратурі, ФілАН-21001м

Г. І. Сидорук, кандидат філологічних наук, доцент кафедри романо-германських мов і
перекладу,

Національний університет біоресурсів і природокористування України

E- mails: liasamoilenko@gmail.com, seagalina@gmail.com

ORCID: 0000-0003-0850-0352

Yu. I. Samoilenko, 2nd-year master's student, PhilAN-21001m

H. I. Sydoruk, candidate of philological sciences, associate professor of the department of
Romance and Germanic languages and translation,

The National University of Life and Environmental Sciences of Ukraine

E- mails: liasamoilenko@gmail.com, seagalina@gmail.com

ORCID: 0000-0003-0850-0352

Abstract. *This article discusses the definition of euphemisms, areas of use, positive and negative aspects, usage styles and the relationship between euphemisms and dysphemisms, their role in modern English-language texts of political and journalistic orientation. It also highlights the functioning of euphemistic and dysphemistic units in political and journalistic discourses, and analyzes all the reasons for their occurrence in various communicative situations.*

We have tried to present the main functions and role of euphemisms and dysphemisms in political discourse and the mass media. In the language of politicians and modern media, the phenomenon of euphemia and dysphemia is one of the brightest indicators of social transformation. Researchers of these phenomena speak about the tendency to avoid direct nomination of objects and abstract things, because of the unwillingness to offend others. In order not to hurt someone's feelings, people often try to mitigate the potentially negative effect of statements by using more acceptable alternatives. This means that whenever we encounter a sensitive topic, we choose words that minimize offensive or abrupt actions on the audience.

A crucial role for distinguishing between euphemisms and dysphemisms is played by the broad context of the utterance, which includes the extralinguistic situation, as well as the direct linguistic environment of the lexeme. Euphemia and dysphemia reflect social, cultural, moral values, and even the peculiarities of worldview and thinking not only in the speech of individuals, but also in the language portrait of modern society as a whole. Euphemisms and dysphemisms completely depend on the accepted assessments of certain phenomena in society, on determining what is acceptable and what is not. Hence the need for their systematic study in connection with cultural and social changes.

Keywords: *euphemisms, euphemization, dysphemisms, dysphemia, direct nomination, secondary nomination, political discourse, journalistic discourse.*

Relevance. Very often, people, guided by various reasons, try to avoid direct nomination of certain phenomena. Thus, such words are not mentioned directly, but soften their meaning, making them acceptable to the listener. Such "softening" in linguistics is called euphemization, and this phenomenon

has become the subject of research by many scientists. Euphemisms and dysphemisms are considered units of language that are used as a reaction to something negative in a communication situation. Euphemism is intended to hide the negative, and dysphemism, on the contrary, – to

emphasize. Due to the fact that the concept of “negative” is quite subjective and the reaction to the prohibition of negativity is also subjective, there is a problem of distinguishing euphemisms and dysphemisms. The process of studying the role, interpretation, and dissemination of euphemistic and dysphemistic units is now popular among researchers. The issues of functioning and translation of these language units and improving their reproduction in Ukrainian also remain relevant.

In political discourse, euphemisms and dysphemisms strongly influence the perception of information. Depending on the choice of a particular means, the audience receives both the information, and an emotional message. Therefore, the study of these phenomena in media texts is relevant and reveals the potential for manipulating and imposing opinions. Euphemisms and dysphemisms are widely used in various discourses, including political ones. Consequently, the study of euphemism and dysphemism in political discourse is becoming increasingly important. These language means also penetrate the media discourse and form new models of speech.

Analysis of recent research and publications. There are many linguists who have compiled dictionaries and classified euphemistic and dysphemistic units in terms of various aspects. In the Merriam-Webster and Longman Dictionaries, we can find interpretations of euphemisms and dysphemisms. [1, 7] There are many works devoted to euphemisms and dysphemisms that directly or indirectly address this problem. Thus, K. Allan proposed definitions of the terms “euphemism” and “dysphemism”, and also highlighted the areas of their use. [4] The scientific works by L. Nebelyuk, A. Pohorila and I. Mileva describe the characteristics and functioning of euphemistic and dysphemistic units in political and other types of discourse. [13, 14, 15] The article has analyzed the works of modern foreign and Ukrainian researchers A. Terry, A. Aitan, S. Olimata, A. Walker, Sharif, O. Kulchytska et al., which consider euphemisms and dysphemisms in various aspects of language. [9, 5, 8, 2, 3] Several articles published by the Guardian in February-August 2022, were also selected to demonstrate the functions of euphemization and dysphemization in

journalistic and political discourse. [10, 11] The dynamism and multidimensional nature of euphemisms is the reason for the wide variety of their lexical and grammatical forms, emotional neutrality or stylistic coloring, and the variability of their euphemistic potential. The various properties of euphemisms and dysphemisms lead to the fact that the problem of determining their functioning and pragmatic significance presents certain difficulties for researchers, because it is ambiguous from this point of view.

Goal scientific article – to determine the role of euphemisms and dysphemisms, to study their functioning in modern English-language political and journalistic discourse. The use of euphemistic and dysphemistic units is widespread in all spheres of society, but they are most often found in the speeches of political figures and the media. The relationship and differences between them, as well as their functional and pragmatic role, are the main topic of our article. Our goal is to reveal the meaning of euphemisms and dysphemisms and the concept of their reproduction and use in political discourse and the media.

Materials and methods of research.

A set of methods was used, in particular the analysis method, to compare the views of various scientists on the study of the functioning of euphemistic and dysphemistic units. The materials for the study were English-language texts of political and media discourse, data from scientific research by other authors on this topic.

Presentation of the main material.

Euphemism is a universal phenomenon that is highly related to “politeness”: “euphemism is a universal phenomenon that is highly related to politeness. Speech communities around the world euphemize differently due to cultural, religious, and social values and norms. People tend to carefully choose their words to save their or others’ faces and to avoid hurting other people. Indeed, euphemism is a politeness device.” [3] All available definitions of euphemism are not very different from each other. K. Allan defines the euphemism as “a substitution for an inappropriate term, which is used to save the face of a speaker, listener, or the face of some third party.” [4] B. Holder, in turn, notes that “euphemism is a milder or unknown term, which is used to replace an unsuitable or

imperative expression." [6] The Longman Dictionary defines the euphemism as "an indirect term that is used by a speaker to save a listener from being shocked or feeling imprisoned or upset." [7] Based on this, we can say that euphemisms are described as softened expressions that are used to replace undesirable terms. Euphemisms are also called "doublespeak". This term was first coined by G. Orwell: "doublespeak is language that only pretends to communicate; it is language carefully constructed to feature an incompatibility between what is said and reality. Thus, doublespeak does not involve accidental misuses of language, but rather involves the careful choosing of words to deliberately deceive. Furthermore, doublespeak does not involve making objectively false claims but rather involves the strategic use of language to stretch the truth in ways that impart a reality that is most desirable for the speaker." [2]

The concept of dysphemism is exactly the opposite of the concept of euphemism. In the Merriam-Webster dictionary, dysphemism is defined as "the substitution of a objectionable, offensive, or disparaging expression for an agreeable or inoffensive one." [1] Dysphemisms touch on "sensitive" topics sharply and rudely, often using language taboos, words and expressions that are offensive to the interlocutor, and aggressor words. They are usually associated with negative topics – culturally unpleasant or those that have a negative connotation – such as death, intoxication, old age, mental illness, etc. [12] Dysphemism is defined as the conscious use of a taboo language form or words of reduced style, as well as neutral vocabulary that carries a negative assessment that does not correspond to the speech situation. From a semantic point of view, dysphemism is the process of negative denotation. The basic principle of the semantic mechanism of dysphemization is the process of paraphrasing or renaming, when the speaker makes a conscious choice using not a neutral or euphemistic word, but dysphemism itself.

However, dysphemism is characterized by the preservation of denotation, i.e. the process of change occurs in the connotative component. In the process of dysphemization, the concept can be negatively or neutrally evaluated by

denotation, which was initially evaluated by society as pejorative. These concepts include death, illness, human shortcomings, etc. Thus, this kind of attitude within the framework of dysphemistic transformations can be defined as the intensification of negativity – neutral denotation: "the concepts inherent in political dysphemisms refer to the neutral designations of the nationality of individuals, the names of some government agencies, positions or professions, body parts, as well as many items of everyday use. Due to socio-psychological attitudes, speakers need to use dysphemistic expressions, thanks to which negative connotation is added to neutral denotation to illustrate the very phenomenon of dysphemism." [5]

Currently, dysphemisms are still a poorly studied aspect of speech, so, despite the wide representation of dysphemistic units in speech practice, such aspects as the functions of dysphemisms and their use in speech remain not considered.

In modern philology, pragmatic, structural and semantic differences between euphemisms are studied in new aspects, and classifications of euphemisms are developed according to various characteristics. Thus, the main areas of euphemization of phenomena are:

a) incomprehensible, superstitious fear-inducing, mystically understood phenomena, sacred actions, objects that are inaccessible to a particular human perception and are perceived purely intuitively, figuratively. This includes: a) special states of human mental behavior; B) taboos on animal names as a manifestation of fear of them; c) fear of diseases and death itself.

a) The language of diplomacy and politics deserves special attention. The reasons for taboos may include bans on live coverage of political events, military or diplomatic secrets.;

b) the sphere of communication between a person and the surrounding world is a special sphere of reference that requires euphemization both due to its moral nature, and the mystery, uncertainty, and instability of the "internal form" of a person's condition, which is often difficult to assess and even more so to realize;

c) social acts that include family, ethical, and similar topics that require euphemization.

A special feature of euphemisms is that their formation is based on the principle of secondary nomination. This principle is understood as the deliberate allegorical designation of an object or the conscious use of such a name that indicates the subject of the nomination not directly, but indirectly, and describes it in a veiled way. Euphemisms act as a means of secondary nomination with a relatively positive connotation, which greatly facilitates the process of transmitting unpleasant information and are used to substitute socially, psychologically or politically unacceptable direct nominations. To become a euphemism, the name must create associations in the minds of the addressee and the addressee with the subject or phenomenon of a more positive assessment than the denotation. The euphemism takes on new functions and expands its scope of use. The range of reasons for euphemization is increasing, as in modern socio-cultural and political conditions there are more and more factors that require improved perception by addressees [14].

The meaning of dysphemisms in a speech act is obviously rude speech, leading to another speech act – swearing. In turn, swearing can lead to the expression of a negative assessment of something or someone; expressions of dissatisfaction, resentment about someone or something. The speaker's use of dysphemisms is often not only conscious, but also intentional. The speaker knows in advance that his words will be perceived as rude statements, despite this, the speaker consciously prefers a more caustic and sarcastic version of verbalization of his communicative intention. This characteristic makes it possible to give dysphemisms the status of strong and emotionally charged expressive means of speech. Dysphemism is consciously used to create an effect, which can consist in expressing an attitude to an object or phenomenon, as well as in creating a communicative situation of influence on the interlocutor. [12]

It can be said that the use of euphemisms or dysphemisms depends on what the author himself wants to say: "the intention of the speaker matters, it is in the end the co-speaker who is going to interpret the occurrence as a euphemism or a dysphemism... with euphemisms and

dysphemisms, there is no discretion between the local and the illocutionary force." [9] That is, the illocutionary power is important when choosing a substitute word in a speech act. The terms "euphemism" and "dysphemism" cannot properly describe all the terms or phrases used to refer to taboo realities, and there are two reasons for this:

a) first, because do not forget about Intermediate deadlines;

б) second, because all use cases must be analyzed according to the context, intent of the speaker, and interpretation.

Euphemization in political discourse is used for phenomena or objects to be replaced by a clear, strict statement that does not allow for any other interpretation. This is the phenomenon: the idea is presented directly, but the points that are not essential for the official business description are omitted. This technique allows you to clear the language of insignificant lexical units that cause unpleasant associations. This is a special form of euphemization that allows you to give special rigor and purity to texts of political topics, such as speeches of presidents. A politician's public speech is a special type of speech aimed at convincing the audience of the correctness and importance of the information presented in the message. To achieve the desired effect on the audience, the functions of political discourse are used: "the main goal is to influence the audience, expect a certain reaction and/or action based on the following functions of the political discourse:

a) drawing attention;

b) ideological function (problem-solution);

c) convincing the audience of the correctness of the problems posed and the ways proposed to solve them;

d) mobilizing the audience, responding to proposals." [5]

In fact, the presented functions are part of one of the political goals of manipulation. It can be argued that for the implementation of these functions, political discourse requires the use of certain linguistic means. Accordingly, this implies the presence of vocabulary that includes a set of commonly used words that nominate phenomena in the political sphere. The political sphere is the sphere of widespread use of euphemisms and dysphemisms used depending on the

goals of political discourse. The frequency of use of both euphemisms and dysphemisms can always be explained by the existing complexity of relations between states and citizens or between two states.

Dysphemisms in political discourse, compared to other types of discourse, are increasingly used, especially when they relate to complex and controversial issues. Politicians use the following tools and strategies to shape public attitudes and influence their opinions and opinions: "dysphemism is a common linguistic feature in political discourse used by politicians for handling controversial issues or criticizing their opponents indirectly. This indicates that the unpleasantness or sensitivity of serious topics could motivate politicians to resort to disagreeable terms for misleading the public or distorting the reality." [8]

In the journalistic style, the pragmatic functions of euphemisms are not aimed at hiding the truth from the reader (although this is possible with falsification of facts), but on the contrary to soften the form of presentation of information, but in such a way that the reader understands what is being said. On the other hand, for phenomena that are traditionally euphemized, direct names are used, cynically showing the direct nomination that has been caused in the last ten years by marginal democratization. Using a euphemism, the author can pursue a wide range of goals. Euphemism in political discourse is used when covering conflict situations between states.

Euphemism can convey differences or attitudes of political figures to each other. Information can be euphemized to avoid the severity of conflict, or to hide the truth from the audience to reduce the risk of public unrest. The use of euphemization in describing the state of affairs within the country may be motivated by the desire to influence the recipient, evoke a positive attitude towards the current regime, and so on. The use of euphemisms in media discourse reduces the use of offensive vocabulary, as well as words that create negative stereotypes in people's minds, and any sphere of human life is subjected to the process of euphemization. The word serves as the main means of media discourse and at the same time is a mechanism for creating euphemisms that have a double meaning.

Thanks to euphemisms, successful communication is carried out between the author and the addressee [15].

In the speeches of politicians, the use of euphemisms is not uncommon. Politicians may replace words or expressions that may evoke negative associations in order to mask reality or avoid conflict. Euphemism takes on new functions and expands its scope of Use Against the background of expanding the range of reasons for euphemization. A political euphemism is any euphemism in political discourse that purposefully distorts the presentation and perception of information in order to neutralize the negative assessment of the denotation. Political discourse is interpreted as any speech formation, the subject, addressee or content of which correlates with the sphere of politics, as well as as one aimed at achieving power. Since political discourse is largely mediated by the mass media, articles from periodicals related to politics are considered to belong to political discourse. The phenomenon of Euphemia is common in the language of politicians, since as a result of a secondary nomination, a euphemism can create a new improved meaning and conceal any negative phenomenon and can be one of the means of manipulating consciousness. [14]

An important type of euphemism for political and journalistic discourse is those that are motivated by political correctness in order not to offend any of the categories of citizens. Softening expressions is becoming an important tactic when covering controversial events in the country in order to influence the consciousness of society, as well as to avoid division and panic among the population. So, we can say that the main function of euphemisms in political discourse is the function of masking reality. Among the factors of this function that affect euphemization are:

- a) Neutralization of the severity of social problems, their reduction, which leads to the removal of social tension (for example, economic problems, manifestations of social inequality, injustice, discrimination of various kinds);
- b) Camouflage of committing illegal or immoral acts in order to avoid public conviction;
- c) Avoiding loss of personal image (loss of image includes reducing the status of

political figures; for the country, this may threaten the loss of allies with sanctions, etc.);

d) Implementation of the principle of politeness ("saving" a political figure with a lower status);

e) Gaining the support of certain political forces;

f) Redistribution of guilt (catching up on a problem situation in such a way that it is presented not as the result of someone's guilt, but as the result of a natural development of events).

Many linguists recognize the function of masking reality as the main function of euphemization. Masking words and phrases are very common and very often used when a direct nomination for the opinion of the speaker can cause an undesirable reaction from society or the listener, condemnation. Therefore, political euphemisms are often considered a kind of masking euphemisms. I. Mileva in her research also notes "the softening and reclamation function, which is explained by considerations of politeness, the desire to present something in a decorated form" [13]. We can also note the manipulative function of euphemisms, that is, when the purpose of their use in speech is to distort information. Considering the speeches of politicians, taking into account their goals and motives, it is not difficult to guess that the main "weapon" is words that perform the main function of manipulation. Appeals to politicians and leaders whose words are of significant value to the people require the speaker to be especially careful in using vocabulary that touches on topics of a delicate nature (race, age, low standard of living of certain segments of the population, etc.) and military orientation (weapons, terrorist acts, migration, military operations). By encouraging people with promises of stability, prosperity, and well-being, political leaders embellish reality in their speeches, hiding negative facts, phenomena that cannot be ignored, but that can soften them and avoid attention that might otherwise be riveted to them. It is believed that such political speeches contain a huge number of veiled concepts that politicians resort to out of necessity.

Thus, political discourse, on the one hand, requires a tolerant attitude to other cultures, ideas, aspirations, which allows us

to talk about the growing probability of using the means of implementing political correctness – euphemisms; and on the other – aggressiveness, rigidity and determination to gain and retain power, the desire for personal orientation to create a trusting and favorable environment, which will become a prerequisite for the use of dysphemisms in public speeches [5].

A fairly common type of euphemization is the method of borrowing lexemes, that is, borrowed words are used as euphemisms in the translation language, and in political discourse they most often perform a manipulative function. Examples of such lexemes include the words "neutralization" and "liquidation" to replace the taboo – "murder".

But despite the prevalence of euphemisms in political discourse, recently there has also been a desire to abandon euphemistic substitutions, which is associated with a narrowing of the number of prohibitions in society. For this purpose dysphemisms are used. In political speech, dysphemisms are used to express disapproval, exert pejorative influence on the recipient, causing his reaction. The speaker presents the situation or characteristics of the interlocutor in a negative light, emotionally rich expressive meaning. As a rule, speech means of negative evaluation contribute to the expression of frustration, sarcasm, dissatisfaction, resentment or threats.

The pejorative connotation of dysphemisms generates negative emotions, negative assessments, disapproval, and contempt in political speech. However, dysphemisms are very often used in a journalistic style, especially in political discourse, to draw the audience's attention to specific problems, or to influence, influence the formation of a certain opinion. Thus, the use of dysphemisms in political speech is primarily a means of expressing predominantly negative emotions, which is used as a linguistic means of influence and influence.

The main function of dysphemisms is to make public, to highlight some unpleasant object or phenomenon in a different way. The function of expressing thoughts is also characteristic of dysphemisms. This function is implemented when using dysphemisms for clarity of presentation and unhindered

registration of communicants' thoughts.

The expressive function of dysphemisms, which implies the brightness of speech within the etiquette accepted in society, is expressed in a peculiar way, since the use of dysphemistic units in speech contradicts the norms of etiquette, so we can say that this function is expressed only partially. Although the use of dysphemisms in some cases contradicts the rules of etiquette, however, they express not only the internal state of communicants, but also their attitude to the content of information, to the interlocutor, to the situation, etc. Thus, we can say that this function consists in expressing the communicant's attitude to the content of communication.

The aesthetic function of dysphemisms implies the richness and expressiveness of speech, its compliance with the aesthetic requirements of most representatives of society. However, it is worth noting that this function is implemented in a communicative act only partially, due to the fact that the addressee-communicant, as a rule, does not agree with either the form or content of the message, which uses dysphemistic units. At the same time, the diversity and expressiveness of lexical means of speech when using dysphemisms in communication remains in full. Dysphemism has a compensation function that replenishes the emotional discomfort of communicants.

The difference between the functional purpose of euphemistic and dysphemistic units can be very well traced in articles concerning the context of the Russian-Ukrainian war. At the beginning of the military aggression in the well-known English-language publication *The Guardian*, You could see the following wording of the word **"war"**: *"Russian forces have attacked Ukraine on the orders of Vladimir Putin, who announced what he called a **"special military operation"** at dawn."* [11] And later, after many atrocities committed by the occupation forces and the appeal of the president of Ukraine, other formulations began to appear more and more often in the articles – dysphemistic: *"Amazingly, despite their total condemnation of Russia's brutality, democratic countries still do not formally recognise it as a **terrorist state** or **"state sponsor of terrorism."**"* [10]

Conclusions and prospects. Looking at the examples presented, it can be

emphasized once again that the function of euphemisms is to avoid communicative conflict and smoothing, while dysphemisms, on the contrary, allow you to express your thoughts more expressively, thus awakening listeners and readers to emotions.

Euphemisms and dysphemistic units are tactical language tools that are widely used in political and media discourse, through which the desired pragmatic effect of a speech act is achieved. They are also a way to target the mass audience in political speeches and newspaper texts, which is implemented through speech strategies, primarily discrediting tactics. The purpose of these tactics in political texts is to ridicule or belittle the object, to expose the true activities of politicians and the government, which can be realized both through dysphemisms and euphemisms. In this context, dysphemisms can be represented either by English words and expressions with a negative meaning, or by completely neutral English words or expressions that acquire a negative meaning in the context. As for the English euphemisms and dysphemisms that represent the tactics of ridicule in political and media discourse, they are ironic in nature.

In general, we can conclude that in the texts of mass communication, the use of such pragmatic means as euphemisms and dysphemisms is determined by factors that depend on the addressee. From this point of view, both are able to perform a contact-establishing function, imitating the communication style typical for representatives of this target group or adopted as a standard in this communication sphere. At the same time, the strategy of so-called "negative politeness" is increasingly being abandoned, and "positive politeness" is taking its place as a standard of communication. At the same time, intensive use of euphemisms and dysphemisms can lead to the fact that later they will lose the character of these text elements.

Thus, it can be concluded that although euphemistic expressions are more often found in political and journalistic discourses, because they are more polite from the point of view of etiquette and more pleasant for the listener, dysphemisms also perform very important functions and, in some cases, are even more apt to use and can encourage the audience to reflect, take decisive actions, change opinions, etc.

© Yu. I. Samoilenko, H. I. Sydoruk

Список використаних джерел

1. "Dysphemism." Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/dysphemism>. Accessed 1 Sep. 2022.
2. Alexander C. Walker, Martin Harry Turpin, Ethan A. Meyers, Jennifer A. Stolz, Jonathan A. Fugelsang, Derek J. Koehler, Controlling the narrative: Euphemistic language affects judgments of actions while avoiding perceptions of dishonesty. *Cognition*, V. 211, 2021, 104633, ISSN 0010-0277
3. Alghazo, Sharif, Bekaddour, Soumia, Jarrah, Marwan and Hammouri, Yazeed. "Euphemistic strategies in Algerian Arabic and American English" *ExELL*, vol.9, no.1, 2021, pp.80-105.
4. Allan, Keith. 1991. *Euphemism and Dysphemism: Language Used as a Shield and Weapon*. New York: Oxford University Press.
5. Aytan, A., Aynur, B., Hila, P., Aytac, E., Malahat, A. 2021. Euphemisms and dysphemisms as language means implementing rhetorical strategies in political discourse. *Journal of Language and Linguistic Studies*, 17 (2), pp. 741-754.
6. Holder, Bob. 2008. *Dictionary of Euphemisms*. New York: Oxford University Press.
7. Longman Dictionary of Contemporary English. 2009. Harlow: Pearson/Longman.
8. Olimat, S.N. 2020. COVID-19 pandemic: Euphemism and dysphemism in Jordanian Arabic. *GEMA Online Journal of Language Studies* 20 (3), pp. 268-290
9. Terry, A. 2020. Euphemistic dysphemisms and dysphemistic euphemisms as means to convey irony and banter. *Language and Literature*, 29 (1), pp. 57-75
10. The Guardian: Explosions and airstrikes reported including attack on fighter plane base ... dismay at UN security council. President Zelenskiy vows 'we will defend ourselves' by Warren Murray – 1821 – Manchester: Guardian Media Group, 2022. <https://www.theguardian.com/world/2022/feb/24/thursday-briefing-russia-invades-ukraine>
11. The Guardian: Putin's war is also a crime – the world must punish Russia as a terrorist state by Andriy Zagorodnyuk – 1821 – Manchester: Guardian Media Group, 2022. <https://www.theguardian.com/commentisfree/2022/jun/30/vladimir-putin-war-crime-russia-terrorist-state-ukraine>

war-crime-russia-terrorist-state-ukraine

12. Кульчицька О. Дисфемізми як лексичні засоби виразності мови (на прикладі сучасного молодіжного англomовного роману). Проблеми гуманітарних наук: збірник наукових праць Дрогобицького державного педагогічного університету імені Івана Франка. Серія «Філологія». 2021, 45, с. 209–220
13. Мілева І. В. Евфемізація і дисфемізація у фразеотворенні говірок сходу України: дис. канд. філол. наук: Луганський національний ун-т ім. Т. Шевченка. Луганськ, 2005. 235 с.
14. Небелюк Л. Р. Лінгвокогнітивні характеристики евфемізмів в американському англomовному політичному дискурсі (на матеріалах публікацій засобів масової інформації 2000–2020 рр.): дис. канд. філол. наук: ДВНЗ «Прикарпатський національний університет імені Василя Стефаника». Івано-Франківськ, 2021, 220 с.
15. Погоріла А. І. Функціонування евфемізмів у англomовному медійному дискурсі. Ужгородський національний університет: Закарпатські філологічні студії. 2022, 21 (2), с. 100-103.

References

1. "Dysphemism." Merriam-Webster.com Dictionary, Merriam-Webster, <https://www.merriam-webster.com/dictionary/dysphemism>. Accessed 1 Sep. 2022.
2. Alexander C. Walker, Martin Harry Turpin, Ethan A. Meyers, Jennifer A. Stolz, Jonathan A. Fugelsang, Derek J. Koehler, Controlling the narrative: Euphemistic language affects judgments of actions while avoiding perceptions of dishonesty. *Cognition*, V. 211, 2021, 104633, ISSN 0010-0277
3. Alghazo, Sharif, Bekaddour, Soumia, Jarrah, Marwan and Hammouri, Yazeed. "Euphemistic strategies in Algerian Arabic and American English" *ExELL*, vol.9, no.1, 2021, pp.80-105.
4. Allan, Keith. 1991. *Euphemism and Dysphemism: Language Used as a Shield and Weapon*. New York: Oxford University Press.
5. Aytan, A., Aynur, B., Hila, P., Aytac, E., Malahat, A. 2021. Euphemisms and dysphemisms as language means

© Yu. I. Samoilenko, H. I. Sydoruk

implementing rhetorical strategies in political discourse. *Journal of Language and Linguistic Studies*, 17 (2), pp. 741-754.

6. Holder, Bob. 2008. *Dictionary of Euphemisms*. New York: Oxford University Press.

7. Longman Dictionary of Contemporary English. 2009. Harlow: Pearson/Longman.

8. Olmat, S.N. 2020. COVID-19 pandemic: Euphemism and dysphemism in Jordanian Arabic. *GEMA Online Journal of Language Studies* 20 (3), pp. 268-290

9. Terry, A. 2020. Euphemistic dysphemisms and dysphemistic euphemisms as means to convey irony and banter. *Language and Literature*, 29 (1), pp. 57-75

10. The Guardian: Explosions and airstrikes reported including attack on fighter plane base ... dismay at UN security council. President Zelenskiy vows 'we will defend ourselves' by Warren Murray – 1821 – Manchester: Guardian Media Group, 2022. <https://www.theguardian.com/world/2022/feb/24/thursday-briefing-russia-invades-ukraine>

11. The Guardian: Putin's war is also a crime – the world must punish Russia as a terrorist state by Andriy Zagorodnyuk – 1821 – Manchester: Guardian Media Group, 2022. [https://www.theguardian.com/commentisfree/2022/jun/30/vladimir-putin-](https://www.theguardian.com/commentisfree/2022/jun/30/vladimir-putin-war-crime-russia-terrorist-state-ukraine)

[war-crime-russia-terrorist-state-ukraine](https://www.theguardian.com/commentisfree/2022/jun/30/vladimir-putin-war-crime-russia-terrorist-state-ukraine)

12. Kul'chic'ka, O. Disfemizmi yak leksichni zasobi viraznosti movi (na prikladi suchasnogo molodizhnogo anglomovnoho romanu). *Problemy humanitarnykh nauk: zbirnyk naukovykh prats Drohobyt'skoho derzhavnoho pedahohichnoho universytetu imeni Ivana Franka. Seriya "Filolohiya"*. 2021, 45, c. 209–220

13. Mileva, I. V. Evfemizatsiya i disfemizatsiya u frazeotvorenni hovirok skhodu Ukrainy: dys. kand. philol. nauk: Luganskyi nationalnyi un-t im. T. Shevchenka. Luhansk, 2005. 235 s.

14. Nebelyuk, L. R. Linhvokohnityvni kha-rakterystyky evfemizmv v amerykanskomu anhlomovnomu politychnomu dyskursi (na materialakh publikatsiy zasobiv masovoi informatsii 2000-2020 rr.): dys. kand. philol. nauk: DVNZ "Prykarpatskyi nationalnyi universytet imeni Vasylya Stefanyka". Ivano-Frankivsk, 2021, 220 s.

15. Pohorila, A. I. Funktsionuvannya evfemizmv u anhlomovnomu medijnomu dyskursi. *Uzhgorodskyi nationalnyi universytet: Zakarpatski philolohichni studii*. 2022, 21 (2), s. 100-103.

Abstract. *This article examines the definition of euphemisms, areas of use, positive and negative aspects, styles of use and the relationship between euphemisms and dysphemisms, their role in modern English-language political and journalistic texts. The functioning of euphemistic and dysphemistic units in political and journalistic discourses is also highlighted, all the reasons for their occurrence in various communicative situations are analyzed.*

We have tried to present the main functions and role of euphemisms and dysphemisms in political discourse and mass media. In the language of politicians and modern mass media, the phenomenon of euphemism and dysphemism is one of the bright indicators of social transformations. Researchers of these phenomena speak of a tendency to avoid direct nomination of objects and abstract things, due to the reluctance to offend others. In order not to hurt someone's feelings, people often try to mitigate the potentially negative impact of statements by using more acceptable alternatives. This means that whenever we are faced with a sensitive topic, we choose words that minimize the offensive or harsh effect on listeners.

A decisive role for distinguishing between euphemisms and dysphemisms is played by the broad context of the utterance, which includes the extralinguistic situation, as well as the immediate linguistic environment of the lexeme. Euphemisms and dysphemisms reflect social, cultural, moral values, and even peculiarities of world-view and thinking not only in the speech of individual personalities, but also in the language portrait of modern society in general. Euphemisms and dysphemisms completely depend on the assessments of certain phenomena accepted in society, on the definition of what is permissible and what is not. Hence the need for their systematic study in connection with cultural and social changes.

Key words: *euphemisms, euphemia, dysphemisms, dysphemism, direct nomination, secondary nomination, political discourse, journalistic discourse*