

# LINGUISTIC AND CONTEXTUAL PROPERTIES OF EUPHEMISMS

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## **Annotation**

The article is devoted to the linguocultural analysis of euphemisms. While conducting a linguocultural analysis of euphemisms in texts taken from *Qalampir.uz*, *kun.uz* and BBC websites, it is important to pay attention to the expressions and phrases used in the text that soften diplomatic and social relations.

Key words: linguo-cultural, regulation, equipment, consequences, euphemisms, expressions, impact.

## **Annotatsiya**

Mazkur maqola *Qalampir.uz*, *kun.uz* va *BBC* saytlaridan olingan matnlardagi evfemizmlarni lingvokulturologik jihatdan tahlil qilishda, ularning funksiyalarini aniqlashda matnda qo'llanilgan diplomatik va ijtimoiy munosabatlarni yumshatuvchi ifoda va iboralarga e'tibor qaratish muhimligini takilashga bag'ishlangan.

Kalit

so'zlar: lingokulturologik, boshqaruv, qurilma, natija, evfemizim, birikmalar, ta'sir

## **Results and Discussion:**

Below we analyze these euphemisms:

1. Jolie filed for divorce in 2016, citing "irreconcilable differences". It later emerged during separate court proceedings that she had accused Pitt of being abusive to her and two of their children on a private jet that year. (30.12.24)

1. Jolie filed for divorce in 2016, citing irreconcilable differences. Later, during separate court proceedings, it emerged that she had accused Pitt of being abusive to her and two of their children on a private jet that year.

"Irreconcilable differences" is a euphemism used to describe a relationship that is contentious and conflictual, and is used to soften the impact of a marriage breakdown and divorce.

2, Angelina Jolie and Brad Pitt have reached a divorce settlement following an eight-year legal battle, according to her lawyer. The pair, who married in 2014 and have six children, are among the most high-profile couples in the entertainment industry and were dubbed 'Brangelina' by the press. (30.12.24)

2. According to her lawyer, Angelina Jolie and Brad Pitt have reached a divorce settlement following an eight-year legal battle. The pair, who married in 2014 and have six children, are among the most high-profile couples in the entertainment industry and were dubbed 'Brangelina' by the press.

In this sentence, "Divorce settlement" is a euphemism used to describe the conclusion of a long-running, contentious financial and custody dispute.

This euphemism neutralizes the conflict and disagreements of the divorce process, emphasizing its amicable resolution.

"High-profile couple" and "Brangelina" are euphemisms that favor the media over their celebrity status and their relationship. They present the event in a positive light, focusing on the impact of fame and fame rather than on personal conflicts.

The euphemisms in the example help to preserve the image of a celebrity couple who are beloved by the nation despite their personal problems without tarnishing their image.

In English, euphemisms about divorce and lawsuits often emphasize neutrality and ambiguity. In English: "Irreconcilable differences" ("irreconcilable differences"), often used in legal and social circles. It is neutral, formal, and general, and serves to soften the emotional impact. As a formal and less emotional expression, there is no need for the parties to agree.

In Uzbek, in similar situations, expressions such as: Хайрий айрмим ("amicable separation") to emphasize a peaceful resolution "кейшилиын айрмим"

Euphemisms for separation reflect how cultural norms shape the choice of euphemisms, balancing formality and sensitivity.

"Agreement on separation" implies a mutually agreed-upon process and a peaceful resolution of the problem, rather than an adversarial process, which defines mutual cooperation. "Amicable separation" implies mutual agreement and softens the negative views associated with separation. This reflects the cultural traditions of maintaining social harmony and avoiding conflicts.

Comparison:

It can be noted that English euphemisms emphasize neutrality and emotional detachment.

Uzbek euphemisms, on the other hand, reflect collective cultural values, tending to harmony and community-oriented language.

In the linguo-cultural analysis of the euphemisms in the text given as an example, it is important to pay attention to the expressions and phrases used to soften diplomatic and social relations. Below we analyze these euphemisms:

1. The regulation establishes the procedure for attaching active luminaries to poor families and involving them in the formation of a healthy lifestyle and socio-spiritual environment in the neighborhood, as well as for purchasing educational equipment and weapons, sportswear for children from low-income families, and reimbursement of expenses related to the participation of senior citizens in sports events. (30.12.24)

"Healthy lifestyle and socio-spiritual environment" is a phrase used to define and promote positive changes in society. This term emphasizes social stability, spiritual support, and health.

Low-income families are a soft expression used to designate the stratum of society in need of social assistance. This term refers to needy families or needy families

Circumcision is the ritual of cutting off the foreskin of a boy's penis at a certain age. This custom is a tradition specific to Uzbek culture and traditions, and there is no such custom in English.

The article above provides a comparative analysis of euphemisms in English and Uzbek.

Active elders In Uzbek, Active elders are described as socially active individuals in our culture and religion, showing respect and honor to the elderly.

The term Active elders is also softer and more positive than terms such as retirees or senior citizens, and it also emphasizes social activity.

"Low-Income Families"<sup>1</sup> (Low-Income Families) in Uzbek is a euphemism that gives a softening meaning to the socially disadvantaged. The word "low-income" is less offensive and more humane than the words "poor" or "poor".

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<sup>1</sup> <https://www.bbc.com/news/articles/cx2nde444d0o>.

In English, terms such as "Low-Income Families" or "Economically Disadvantaged" are also used in this sense. These euphemisms in English are also aimed at softening emotions and ensuring social respect.

3. "Healthy Lifestyle and Socio-Spiritual Environment"<sup>2</sup> (Healthy Lifestyle and Socio-Spiritual Environment) in Uzbek, this term gently expresses measures aimed at improving the mental and physical state of people.

"Healthy Lifestyle" is also a widely used term in English, and "Socio-Spiritual Environment" can be used culturally. It can be equated with expressions such as "well-being" in English.

4. "Encouraging "Incentive Payments"

In Uzbek, this expression is used to express financial assistance or material reward in a softer form, more diplomatic than "aid money".

In English, the expression "Incentive Payments" is also used in the same sense, that is, to express financial assistance in a softer way.

5. "Mahalla yettiligi" (Community council) is an informal and softer expression in Uzbek to express community cooperation. Yettiligi is an expression with a symbolic meaning inherent in Uzbek culture.

Existing terms such as Community council or Neighborhood Committee in English do not clearly express symbolism in English.

Lingocultural analysis of euphemisms found in social articles in texts taken from Qalampir.uz, kun.uz and BBC websites.

Terms such as "humanitarian efforts" are often used in conjunction with Islamic values of charity and compassion. Religion has a significant influence on language, and therefore encourages the use of euphemisms that are consistent with moral principles of kindness and respect.

English-speaking cultures:

Expressions such as "humanitarian efforts" are secular and universal, reflecting the less direct influence of religion in public discourse. While religious values can influence people, in English-speaking cultures, public language tends to maintain a neutral, secular tone.

English-speaking cultures:

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<sup>2</sup> <https://qalampir.uz/news/faol-nuroniylarni-kambagal-oilalarga-biriktirish-tartibi-belgilandi-112076>.

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#### 4. Avoiding direct negativity

Uzbek context: "Living conditions have been studied" (Living conditions have been studied) is used in Uzbek communication style to avoid direct mention of poor living conditions and to avoid using harsh words or confrontation in order to maintain social harmony and dignity.

English-speaking cultures:

Euphemisms such as economic hardship or "poor households" serve the same purpose, but are often more descriptive than their Uzbek equivalents.

Achilles heel, according to Greek mythology, is the only weak spot of Achilles. This expression is used as a euphemism in English political, social, or other texts to refer to the weak point or vulnerable point of something strong or successful, such as internal problems or poor strategies. Such an expression is not used in Uzbek culture.

Pandora's box is used in socio-political texts to warn of fear, serious danger, or dire consequences. It serves as a strong euphemism to describe the complexity of a situation and its possible consequences. Such euphemisms are not used in Uzbek.

### Conclusion

English euphemisms are mainly aimed at political correctness and avoiding resentment in various societies. Thus, euphemisms in Uzbek culture emphasize community, respect, and harmony, which are deeply rooted in Islamic and collective values. Compared to English-speaking cultures, Uzbek euphemisms often prioritize dignity and social cohesion over directness or individuality.

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