

THE FACTORS OF FORMATION OF EUPHEMISTIC UNITS

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Abstract

This delightful article explores the wonderful creation of euphemistic expressions in our society's speech culture and their meaningful linguistic and social importance. Euphemisms are lovingly examined in relation to the idea of taboo, rooted in our moral and cultural values, while their significance in human communication is joyfully explained. We take a closer look at the socio-political and historical-cultural dimensions of taboos and euphemisms, along with the shifts in meaning within our community, all based on the insightful theories proposed by scholars. It also highlights the charming way euphemisms influence the process of pejoration in our speech and the speaking habits that connect to our moral and cultural guidelines. This article is a valuable resource for anyone eager to understand the delightful factors that contribute to the linguistic creation of euphemisms.

Keywords

semantic shift, linguistic tools, socio-cultural shifts, euphemism, taboo, speech culture, moral norms, cultural norms, pejoration, linguistics, and speech ethics.

INTRODUCTION

Every individual employs their speaking activity to carry out their designated social tasks in an efficient manner. Rather, moral standards are the foundation of human speaking action. Every individual who views himself as flawless and mature carries out his speaking activity by abiding by these cultural and moral standards. Following the aforementioned rules is thought to be influenced by the fact that certain terms are either introduced for the first time or are not used in the communication process. The usage of specific words and phrases in speech is either forbidden or substituted with other words and phrases in order to enforce the society's speech culture. According to the scientist N. Ismatullayev: "...the speaker tries not to use rude, unpleasant, obscene, bitter and uncomfortable words and phrases in his speech that offend the listener, instead of them, he uses pleasant

words and uses expressions. Such words and phrases are called euphemisms⁴⁷. In line with the opinion of the scientist, it should be noted that the linguistic concept under discussion is used in place of words that are prohibited or considered inconvenient for some moral and cultural aspects of society.

METHODS

The occurrence of euphemistic means in human speech is inextricably linked with the words found in this society. In this chapter, we will focus on the scientific theoretical views on the study of taboo and euphemism in Uzbek and Western linguistics and the emergence of euphemisms in the life of society.

So, what is the concept of "Taboo" itself? The word "taboo" is derived from the Polynesian language (the language of the nomadic people living on the islands of the Pacific Ocean) and refers to personal and religious customs that forbid something, including the prohibition of hunting a certain animal or cutting a plant. depends.

According to the Russian philologist J. J. Varbot, the word "taboo" is used in two ways in our time:

- 1) Religious prohibitions of primitive people, i.e. establishing avoidance of harmful consequences arising from higher powers;
- 2) banning the use of defined words related to socio-political, historical-cultural, ethnic or influential evidence;

RESULTS

American scientist John Algeo: "Some words are replaced by other words because it is forbidden to talk about the things they name; words that replace the term taboo are euphemisms. Euphemisms, in turn, are subject to pejoration and eventually become taboo. Then the whole cycle starts again"⁴⁸. [In historical linguistics, pejoration refers to the process of turning an offensive word into a derogatory one as a form of semantic shift⁴⁹. As an example of pejoration, consider the use of the word "stupid". In Old English, the words 'fortunate', 'lucky', and later 'pious' and 'holy' were used to refer to someone as a fool. Over time, the word "stupid" was used to refer to "weak", "helpless" people, negative associations were realized in it, and the current sense of "stupidity" appeared⁵⁰. The author also emphasizes that superstitions in society play a big role in changing the meanings of words.

⁴⁷ N.Ismatullayev. O'zbek tilidagi evfemizmlar va ularning klassifikatsiyasiga doir. O'zbek tili va adabiyoti. №1 1964.57-bet.

⁴⁸ John Algeo. The Origins and Development of the English Language. Boston: Wadsworth, 2005, p.214, 338.

⁴⁹ <https://en.m.wikipedia.org/wiki/Pejorative>

⁵⁰ <https://theconversation.com/five-words-that-dont-mean-what-you-think-they-do-158102>

The author of the book *Euphemisms*, John Ayto, shares the following scientific views on taboo: "Death and murder, sickness, sex, drunkenness, nudity, obesity, ugliness, old age, madness, in short, everything we are ashamed of is taboo." The author's designation of taboo as one thing to describe is a sign that we often encounter such prohibitions in our society.

DISCUSSION

In society, the needs of the usage of euphemisms are the followings: The main needs for the usage of euphemisms, based on the text, are as follows: enhancing communication; politeness and social interaction; cultural sensitivity and persuasion and influence⁵¹. Based on these needs we have to know the factors of the formation of euphemisms. If we understand the factors, we can comprehend them correctly and we will be able to use euphemisms appropriately in our daily communications.

In conclusion, euphemisms are a crucial linguistic tool that guarantee adherence to social norms about morality and culture. They are used to more subtly convey ideas that are prohibited or uncomfortable in spoken language. According to research, euphemisms are crucial for the establishment of speech culture in society as well as the moral and cultural evolution of the language. Social, historical, and cultural shifts in society are closely linked to the prevalence of taboos and euphemisms, which enhance speech patterns and support moral principles. Euphemisms are therefore still a significant topic in contemporary language research.

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⁵¹ Dildora Bakhriddinova. Linguocognitive analysis of the concept of " death" in Uzbek and English euphemisms. Scientific-methodical journal "Mental Enlightenment", Volume 2021, Issue 02. 5-15-2021

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