

ENVIRONMENTAL EUPHEMISM IN EVERYDAY LIFE

<https://doi.org/10.5281/zenodo.15666380>**Ruziyeva Nafisa Zarifovna***PhD teacher at Bukhara State University**English Linguistics Department***Abstract**

The idea of environmental euphemism – softened language that hides harsh realities associated with environmental degradation – is examined in this article. It looks at the ways in which euphemisms can lessen unpleasant feelings, encourage political ambiguity, and affect how people think and act. Through an examination of prevalent euphemistic expressions in environmental discourse, the article draws attention to their consequences for policy accountability and public participation. In the end, it makes the case for using straightforward language to communicate the seriousness of ecological crises and motivate significant action.

Key words

sustainable development, language and ecology, public perception, climate change communication, policy accountability, environmental discourses, and environmental euphemism.

Аннотация

В этой статье рассматривается концепция экологического эвфемизма – смягченного языка, который скрывает суровые реалии, связанные с ухудшением состояния окружающей среды. В ней рассматривается, как эвфемизмы могут смягчать негативные эмоции, способствовать политической двусмысленности и влиять на общественное восприятие и поведение. Анализируя распространенные эвфемистические фразы, используемые в экологическом дискурсе, статья подчеркивает их влияние на общественное участие и политическую ответственность. В конечном счете, в ней утверждается необходимость использования прямого языка для передачи срочности экологических кризисов и вдохновения на осмысленные действия.

Ключевые слова

экологический эвфемизм, язык и экология, общественное восприятие, коммуникация об изменении климата, политическая ответственность, устойчивое развитие, экологические дискурсы.

Considering the development of life trends and the use of euphemisms in all aspects of our lives, we found it necessary to include a group of euphemisms related to the environment (ecology) in our study. Environmental euphemisms are euphemistic units that perform such functions in the language as “covering”, “softening”, “hiding” concepts related to the ecosystem (N.R.).

In the history of human development, the problem of the relationship between society and nature has become critical. This, in turn, leads to a deterioration in the quality of the environment surrounding humans, a depletion of natural resources, the extinction of animals and plants, and other negative consequences. As a result, environmental problems are among the most important topics discussed in the media. This, in turn, has led to an expansion of the scope of euphemisms in the journalistic style of linguistics. In particular, euphemisms such as global warming and climate change, which seem commonplace to people today, are considered.

Basically, the goal is to hide and soften the true meaning of the word problem, instead of a global problem, in order to at least "cover up" the meanings of the global warming that is occurring in nature and the sharp deterioration of the climate. For example: *Climate change impacts are seen throughout every aspect of the world we live in. However, climate change impacts are uneven across the country and the world – even within a single community, climate change impacts can differ between neighborhoods or individuals.* (National Oceanic and Atmospheric Administration <https://www.noaa.gov/education/resource-collections/climate/climate-change-impacts.22.08.22>)

Wildlife management (yovvoyi tabiatni boshqarish) -oldindan belgilangan ta'sirlarga erishish uchun yovvoyi tabiat, uning yashash joyi va insonlar o'rtasidagi munosabatlarni boshqarish ma'nosini anglatadi. Bunda yovvoyi tabiatga zarar yetkazmaslik va inson hayotiga xavf soluvchi omillarni kamaytirishni nazarda tutadi. Masalan, *Under the agreement states would monitor air pollution, share technical information, raise funds for environmental protection and conduct joint research on forestry, wildlife management and gas and oil drilling in the Arctic Ocean.* (Keesings Contemporary Archives.1994)

A euphemism is a linguistic device that uses a milder or more acceptable expression in place of a harsh, blunt, or unpleasant term. Euphemisms are frequently used in everyday speech to lessen the impact of a message, particularly when discussing delicate topics like death, illness, and—most importantly—environmental degradation. Language and ecology have a deep connection that influences human behavior in ecological contexts and reflects cultural attitudes toward nature. The idea of environmental euphemism is examined in this article,

along with how the public's perception of environmental issues and their effects is influenced by these softer expressions.

When language obscures or softens the harsh realities of environmental degradation, environmental euphemism occurs. For instance, phrases like "urban sprawl" are used in place of the more concerning notions of "land degradation" or "deforestation." Likewise, the term "greenhouse gas emissions" has the potential to obscure the seriousness and urgency of climate change, making it seem like a more agreeable idea. Euphemisms play a variety of functions, frequently allowing people and communities to confront difficult realities without feeling overburdened or accountable. In environmental discourse, euphemisms can be used for a number of reasons:

1. Reduction of Negative Emotions: A lot of environmental problems cause people to feel anxious, afraid, and powerless. Euphemisms can lessen these feelings, enabling people to talk about issues like pollution or climate change without feeling as distressed.

2. Corporate and Political Ambiguity: Euphemisms can obfuscate accountability in corporate or political communications. Sometimes overexploitation or unsustainable practices are concealed by terms like "natural resource management," which allow governments and businesses to present an image of environmental stewardship.

3. Encouraging Action: Euphemisms have the ability to present problems in a way that encourages action. Organizations can encourage audiences to take part in environmental programs without having to face the harsh realities of ecological collapse by employing terms like "green initiative."

The complexity of human interaction with nature is reflected in the wide variety of euphemistic terms that are used in environmental discourse. Here are a few typical examples:

Climate Change vs. Global Warming: The term "climate change" has become more popular because of its wider meaning, which includes a variety of changes in weather patterns. This phrase, however, may unintentionally minimize the seriousness of global warming, a term that emphasizes the alarming rise in global temperatures attributed to human activity.

Natural Resource Extraction vs. Exploitation: The term "natural resource extraction" is frequently used as a euphemism for actions that could have serious negative effects on the environment and society. In the end, it presents an exploitative process in a more responsible light by ignoring problems like habitat destruction, water pollution, and community displacement.

Waste-to-Energy vs. Incineration: Euphemisms are frequently used in waste-to-energy initiatives to mitigate the negative effects of incineration. While "incineration" may arouse concerns about air pollution, health hazards, and resource loss, "waste-to-energy" implies a useful recycling process.

Resource Depletion vs. Sustainable Development: Practices that try to satisfy present needs without endangering future generations are referred to as sustainable development. The euphemism might, however, mask the continuous depletion of natural resources and the frequently unsustainable practices that go by this name.

Management Practices vs. Destruction: Phrases like "wildlife management" or "forest management" can hide practices that radically change ecosystems. Instead of promoting ecological balance and preservation, a "management" strategy might entail culling animal populations or clear-cutting forests.

There can be significant repercussions when euphemisms are used in environmental discourse. The possibility of public disinterest or complacency is one important consequence. People may undervalue the urgency of problems like climate change when harsh realities are presented in a gentle manner, which could result in inaction.

1. Public Perception and Engagement. Euphemisms can distort public perception, creating a false sense of security about environmental conditions. When people encounter softened language, they may believe that the problems are manageable, rather than recognizing the dire state of the environment. This distortion can result in apathy and a lack of motivation to engage with pressing environmental issues.

2. Policy and Accountability. In political discussions, euphemistic language can obfuscate the accountability of governance and corporate practices. When policymakers frame environmental challenges in mild terms, they may be less compelled to take meaningful action toward sustainability. For example, referring to "enhanced oil recovery" instead of the risky practice of fracking can reduce scrutiny and regulation.

3. A change from rapid action. Euphemisms may divert focus away from pressing environmental issues. Phrases such as "climate adaptation" may divert attention from the pressing need for climate mitigation measures. Here, the wording obscures the necessity of major adjustments to cut carbon emissions and safeguard delicate ecosystems from looming dangers.

Our discussion of ecological issues is influenced by environmental euphemism in a number of ways. Although it might lessen the unpleasant effects of environmental degradation, there is a chance that it will hide accountability and

drive the public away. We can encourage greater awareness and urgency by identifying and assessing the language we use when discussing environmental issues. We can more effectively convey the seriousness of the situation if we reword our discourse to use plain language rather than euphemisms.

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