

**“Euphemisms in
modern English
news discourse:
creating an event
perspective”.**

Yana Morozova

Research Supervisor –
Candidate of Science in Philology,
Associate Professor I. V. Danylchenko



The aim

- to study euphemisms in English news texts in terms of their event perspective.



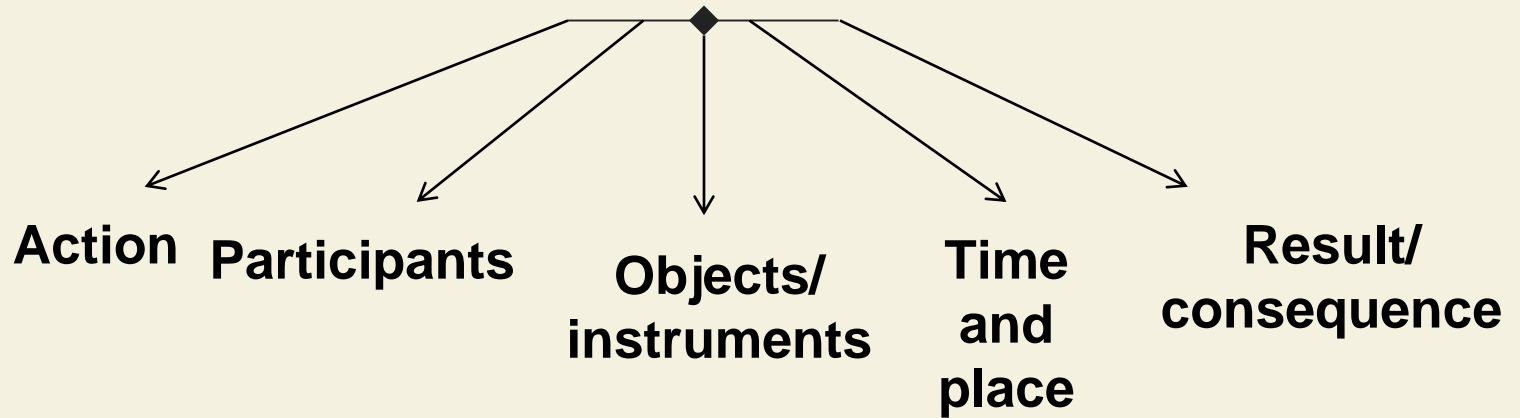
The tasks



- to define euphemisms and highlight the mechanisms of their creation;
- to explain event perspective in news;
- to single out euphemisms in news articles and classify them;
- to reveal the euphemistic representation of event perspective in English news articles.



Event





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euphemism

noun | eu·phe·mism | \ˈyü-fə-,mi-zəm\

Popularity: Top 10% of words

Examples: EUPHEMISM in a Sentence ▾

Editor's Note: How and Why We Use EUPHEMISMS ▾



Definition of EUPHEMISM

: the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant; *also* : the expression so substituted



Euphemisms:

- Moderate the tone of language;
- Substitute taboos;
- Prevent unwanted connotations;
- Insure politeness.

- Deceive the readers;
- Blatantly mask the truth;
- Manipulate the readers.



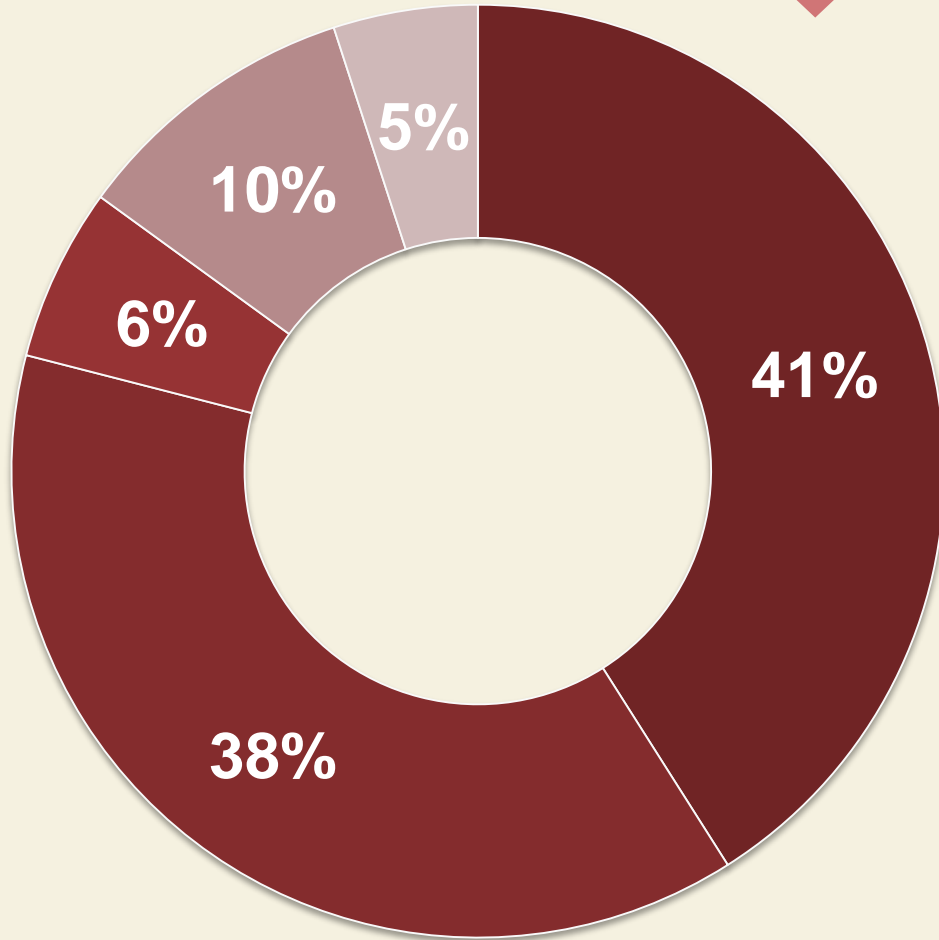
Components of connotation

1. *Emotive*

2. *Evaluative*

3. *Expressive*

4. *Functional stylistic*



- Focus on action
- Focus on participants
- Focus on objects/instruments
- Focus on time and place



Focus on action

- **Example 1:** *To plagiarize* – borrow lines from smb.

Melania Trump's speech borrowed lines from Michelle Obama (NY Times 19.07.2016).



Focus on participants

- **Example 2:** To lie – *to be economical with the truth*

Independent financial watchdog the OBR slaps down David Cameron over being economical with the truth, claiming that high taxes and cuts don't hurt growth (*Independent* 08.03.2013).



Focus on objects/instruments

➤ **Example 3:** Military attack -> *boots on the ground*

Following a recent pledge from US President Donald Trump, new US military strategy may require more boots on the ground in Syria, a considerable change from the non-military tactics elsewhere in the region [Sputnik News 27.02.2017].



Focus on time and place

- **Example 4:** Third world countries-
*developing countries/ countries with
developing economy*

Countries with developing economy have embraced mobile and internet technology, but how it's used varies from region to region [BBC 14.02.2017].



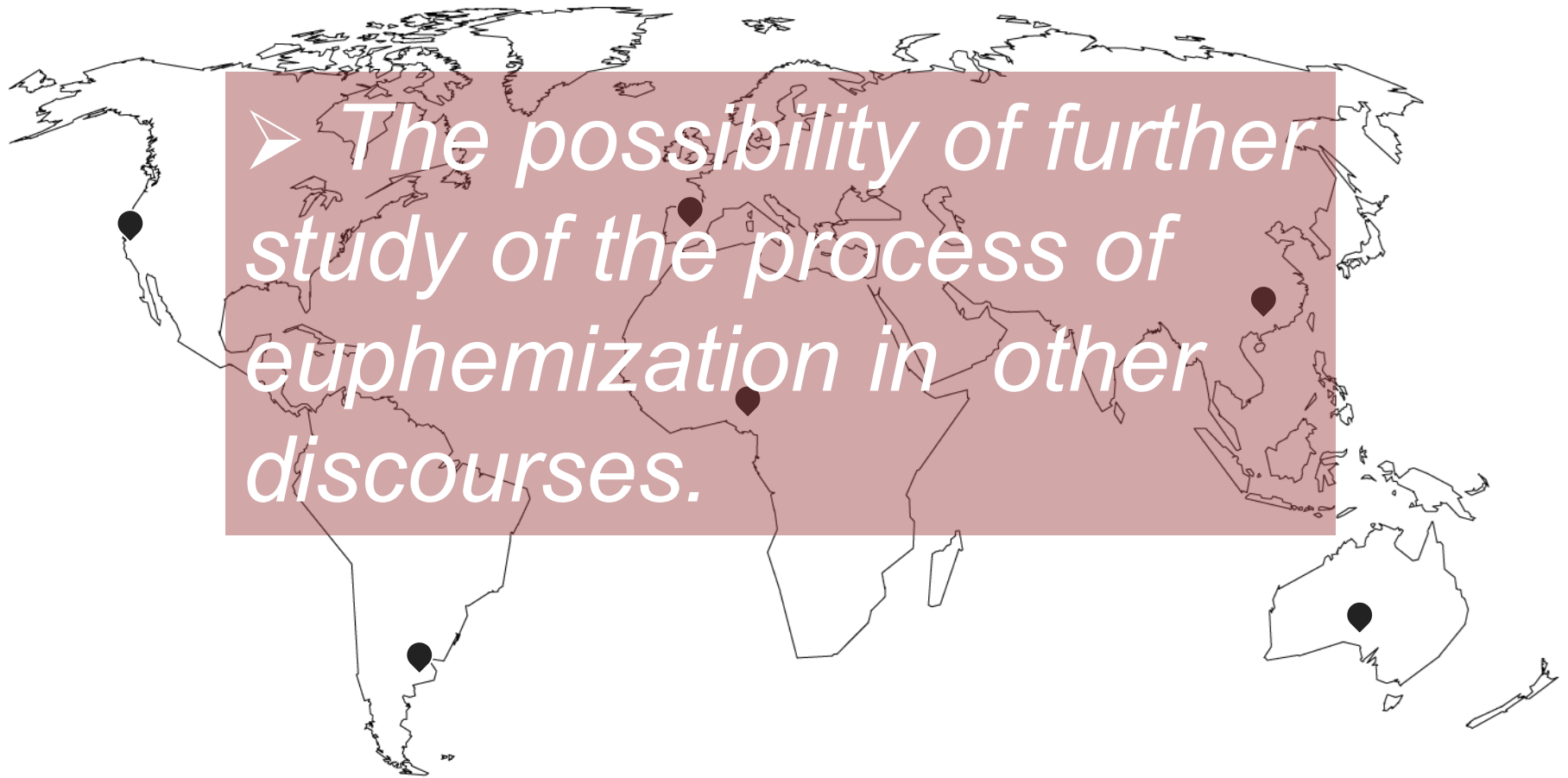
Focus on result/consequence

➤ **Example 5:** To euthanize – *to put down to sleep*

An abandoned pitbull that has been running loose at Mon Repos Road in Cascade has been captured and put down to sleep
[Guardian 23.10.2013].

The prospects for future investigation:

➤ *The possibility of further study of the process of euphemization in other discourses.*



**THANK YOU FOR YOUR
ATTENTION!**

