

THE SPECIFICITY OF THE USE OF POLITICAL PHRASEOLOGICAL UNITS IN THE ENGLISH MASS MEDIA

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The article discusses the main areas of use and features of the use of euphemisms in the process of communication. Using examples, the author shows how they influence the masses as an informational and psychological means.

Keywords: *euphemism; journalistic discourse; euphemisms of the social sphere; euphemisms of the economic sphere; euphemisms of the political sphere*

СПЕЦИФИКА УПОТРЕБЛЕНИЯ ПОЛИТИЧЕСКИХ ФРАЗЕОЛОГИЗМОВ В АНГЛОЯЗЫЧНЫХ ПЕЧАТНЫХ СМИ

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В статье рассматриваются ключевые сферы использования и особенности употребления эвфемизмов в процессе коммуникации. На примерах автор показывает, как в качестве информационного и психологического средства они воздействуют на массы.

Ключевые слова: *эвфемизм; журналистский дискурс; эвфемизмы социальной сферы; эвфемизмы экономической сферы; эвфемизмы политической сферы*

Introduction

This article is devoted to the study of political euphemisms in the English-language journalistic discourse. They are in many respects adequate to the methods of using and transforming phraseology in literary texts, however, their topicality sometimes gives rise to special expressiveness and specific ways of creative use. The phraseological fund of journalistic texts involves more often periphrases and phrases of terminological origin.

Formulation of the problem

The purpose of this article is to consider some features of the use of euphemisms in the English-language media, namely, to analyze the main motives for their creation, that is, what factors can influence their use, and also to consider, using specific examples, into which three main groups they can be conditionally divided according to areas their use. **The material** of the study was the euphemistic vocabulary and examples of its use, obtained by continuous sampling from the English-language press, in particular from such publications as «Daily Telegraph», «The Times», «Independent», «Guardian», «Sunday Telegraph».

Theory

Publicistic discourse has long been an actual object of linguistic research, since this is required not only by the ever-increasing pragmatic and informational significance of the media in modern life, but also by the actual linguistic value of the language of the mass media – a language saturated with increased expressiveness. Many of the dynamic processes taking place (more precisely, seething) in modern literary languages are largely stimulated by the media, especially radio, television and the Internet. They are the wide channel through which explicit and hidden borrowings actively make their way into literary languages, linguistic interchange occurs, and the new collides with the old.

Research results

As you know, the first layer of euphemisms appeared in ancient times, as a response to the ban on the pronunciation of certain words associated with supernatural divine powers. Later, in the process of the development of society, culture and the consolidation of stable norms of human behavior, new classes of euphemisms began to appear, generated by a sense of shame and politeness. In modern linguistics, the main function of euphemisms is to mitigate the effect of the statement. However, in the conditions of modern society, euphemisms began to appear and be used in connection with the need to embellish some moments of reality. The reason for this was the development of the economic, social and especially political spheres of life [2].

- The main motives that guide the creation of political euphemisms are:
- the need to hide problems in the social sphere, in order to avoid conflict;
 - the need to “preserve the reputation of a politician”;
 - the need to cover up actions that violate human rights or various kinds of immoral acts in order to avoid public condemnation;
 - the desire to avoid insulting a subject with a lower social status or other racial affiliation (creating politically correct vocabulary);
 - the desire to manipulate the consciousness of a potential recipient of information [1].

It is the study of euphemisms, as one of the means of informational and psychological influence on the masses, that our article is devoted to. The examples we have received can be conditionally divided into 3 groups according to the areas of their use in the communication process. In our case, these are social, economic and political spheres.

The most frequent euphemisms we encountered in mass media texts were euphemisms of the political sphere (41%). Among them, the leading position is occupied by euphemisms of military subjects: «**Iraq troops**» – *terrorists, extremists, bandits, aggressors, gunmen, raiders, insurgents*; «**war**» – *peace mission, peacemaking operation, the conflict, tensions, Iraq insurgency, the fight against insurgents, the fight against global terrorism, antiterrorist operation, invasion*; «**US troops**» – *peacekeeping troops, democratic activists, coalition forces, liberation forces, supporters of democracy*. Equally interesting are examples of euphemisms used in media reports about the direct activities of politicians: «**plagiarism**» – *borrowing, adoption, sharing thoughts on ideas and language*; «**lie**» – *not factually accurate statements, controversial statements, inoperative statements, misleading information, under-reporting information, inaccurate information, truth-shading information*.

As for examples of the use of euphemisms in the social sphere, the percentage of their use in media texts is only slightly inferior to the previous group (32.5%). Euphemisms in the social sphere are primarily aimed at mitigating various types of discrimination: age, property, discrimination associated with physical or mental disabilities, as well as euphemisms that mitigate racial and ethnic discrimination. For example: «**emigrant**» – *overseas workers, guest workers, undocumented workers*; «**fat**» – *full fig-*

ure, quantitatively challenged, vertically challenged, big-boned, differently sized, suffering from an eating disorder; «black» – African-American, the representative of the ethnic minority, people of colour, the member of the visible community, member of the African diaspora.

Quite often in the texts of the media there are euphemisms of the economic sphere (26.5%). Their main function is to hide the real state of affairs in the economy of an individual enterprise or an entire country, both in order to avoid panic or discontent of the population, and to obtain the personal benefit of the interested party. For example: «**to dismiss**» – *to cut numbers, to have a career change, to re-engineer, to downsize, to outplace, put in the mobility pool, to make people cuts, to reduce the headcount, to make smb. economically inactive; «**crisis**» – economic challenges, traumatized global economy, economic jitters, recession, softness in the economy.*

Conclusion

Assessing the role of phraseology in a journalistic text, one cannot state its high frequency in these texts in general. Even the very frequency of using phraseological units, not to mention the semantic quality of various groups of phraseology, depends on the functional assignment of the text, on its thematic and ideological plot, and on its social orientation. Thus, our study led us to the conclusion that in our time euphemization is an integral part of the language and plays an important role in the process of informational impact on human consciousness.

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