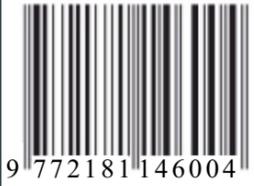




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**EUPHEMISMS IN ENGLISH, RUSSIAN AND UZBEK LANGUAGES IN THE  
VOCABULARY OF THE LIMITED SPHERE OF CONSUMPTION**

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**Abstract:** *In this article, we will explore euphemisms in English relating to a limited consumer category vocabulary, providing relevant examples, and citing sources. In our daily life, we are often faced with the need to talk about sensitive topics that require the use of adequate language so as not to offend or cause misunderstanding. In such cases, euphemisms are a useful tool to use less direct terms to describe unpleasant or unwanted things in a gentler, more neutral way.*

*Euphemisms are widely used not only in English and Russian, but also in Uzbek, especially due to the limited vocabulary for certain areas. In this article, we will consider examples of euphemisms used in the Uzbek language, related to the limited vocabulary of the consumer sphere, and also indicate the sources.*

**Key words:** *limited sphere, euphemism, vocabulary, blunt language, negative connotations, adequate language, sphere of consumption*

**ЭВФЕМИЗМЫ В АНГЛИЙСКОМ, РУССКОМ И УЗБЕКСКОМ ЯЗЫКАХ В ЛЕКСИКЕ  
ОГРАНИЧЕННОЙ СФЕРЫ ПОТРЕБЛЕНИЯ**

**Аннотация:** *В этой статье мы рассмотрим эвфемизмы в английском языке, относящиеся к ограниченному словарному запасу категории потребителей, приведём соответствующие примеры и процитируем источники. В повседневной жизни мы часто сталкиваемся с необходимостью поговорить на острые темы, требующие использования адекватного языка, чтобы не обидеть и не вызвать непонимания. В таких случаях эвфемизмы являются полезным инструментом для использования менее прямых терминов для более мягкого и нейтрального описания неприятных или нежелательных вещей.*

*Эвфемизмы широко используются не только в английском и русском, но и в узбекском языках, особенно из-за ограниченности словарного запаса по отдельным направлениям. В данной статье мы рассмотрим примеры эвфемизмов, употребляемых в узбекском языке, связанных с ограниченной лексикой потребительской сферы, а также укажем источники.*

**Ключевые слова:** *ограниченная сфера, эвфемизм, лексика, грубая лексика, негативные коннотации, адекватный язык, сфера потребления*

**QO‘LLANILISH DOIRASI CHEGARALANGAN INGLIZ, RUS VA O‘ZBEK TILLARIDAGI  
EVFEMIZMLAR**

**Annotatsiya:** *Ushbu maqolada biz iste'molchi toifasining cheklangan lug'atiga tegishli ingliz tilidagi evfemizmlarni ko'rib chiqamiz, tegishli misollar keltiramiz va manbalarni keltiramiz. Kundalik hayotda biz ko'pincha xafa bo'lmaslik yoki tushunmovchilikka olib kelmaslik uchun tegishli tildan foydalanishni talab qiladigan nozik mavzular haqida gapirish zarurligiga duch kelamiz. Bunday hollarda evfemizmlar noxush yoki keraksiz narsalarni yumshoqroq va neytralroq tasvirlash uchun, to'g'ridan to'g'ri atamalardan kamroq foydalanish uchun foydali vositadir.*

*Evfemizmlar faqat ingliz va rus tillarida emas, balki o'zbek tilida ham keng qo'llaniladi, ayniqsa, ayrim sohalarda lug'at boyligi cheklangan. Ushbu maqolada biz iste'mol sohasining cheklangan lug'atiga oid o'zbek tilida qo'llanilgan evfemizmlarga misollar ko'rib chiqamiz, manbalarni ham ko'rsatamiz.*

**Kalit so'zlar:** *chegaralangan doira, evfemizm, leksika, qo'pol til, salbiy ma'nolar, adekvat til, iste'mol sohasi*

**Introduction.**

In everyday usage, people often find themselves in situations where they need to discuss subjects related to medical conditions or political issues but are hesitant because of the strong terminology or negative

connotations typically associated with those topics. This can often cause communication difficulties as people may resort to confusing, roundabout terms or avoid discussing the topic altogether. Euphemisms are a way to minimize or avoid the negative connotations of certain words while still conveying the intended meaning.

In everyday life, people often encounter the problem of using terms within specific topics, such as medical conditions or political events. In such cases, it is important to use adequate language that will not cause misunderstanding or insult. Euphemisms are words and expressions that allow you to describe unpleasant or unwanted things in a milder, more neutral way.

In our daily life, we are often faced with the need to talk about sensitive topics that require the use of adequate language so as not to offend or cause misunderstanding. In such cases, euphemisms are a useful tool to use less direct terms to describe unpleasant or unwanted things in a gentler, more neutral way.

Euphemisms in English fall into various categories ranging from social, political, and religious to medical contexts. In this article, we will explore euphemisms in English relating to a limited consumer category vocabulary, providing relevant examples, and citing sources.

In Russian, euphemisms are used in many areas, for example, in medical terminology, the political sphere, advertising of goods and services, as well as in relation to food and drinks. In this article, we will consider several examples of euphemisms in the Russian language related to the limited vocabulary of the consumer sphere, with examples and indication of sources.

### **Research methodology.**

There has been significant research conducted in the sphere of euphemisms. Euphemisms are commonly used in everyday language and are often used to avoid harsh, unpleasant, or taboo words or topics. The study of euphemisms includes their forms, functions, and social implications. Researchers have studied euphemisms in various fields such as linguistics, sociology, psychology, and communication studies.

In linguistics, researchers have analyzed the linguistic devices used in euphemisms, such as metaphor, allusion, and irony. They have also studied the social and cultural factors that influence the development and use of euphemisms.

In sociology, researchers have explored the role of euphemisms in shaping social norms and attitudes. Euphemisms are often used to mask controversial or taboo topics, and researchers have examined the impact of these linguistic practices on social understanding and behaviour.

In psychology, researchers have investigated the cognitive processes involved in the production and comprehension of euphemisms. They have also explored the psychological effects of using euphemisms, such as reduced anxiety and increased social acceptance.

Some notable works on the topic of euphemisms include:

- "The Language of Euphemism" by Keith Allan and Kate Burridge
- "Euphemism and Dysphemism: Language Used as Shield and Weapon" by Allan and Burridge
- "Euphemisms and Language Change: The Sixth and Seventh Ages" by Geoffrey Nurnberg
- "Euphemism and Language Death: The Case of Babylonian Aramaic" by Jonathan Y. H. Hsu
- "The Art of Rhetorical Euphemism" by Richard Nordquist

Overall, the study of euphemisms provides insights into the complexities of language use and its social and cultural implications.

Below are some examples taken from literary texts:

1. "Passed away" - a euphemism for "died" used in Harper Lee's novel "To Kill a Mockingbird."
2. "Laid to rest" - a euphemism for "buried" used in William Faulkner's novel "As I Lay Dying."
3. "In a better place" - a euphemism for "dead" or "passed away" used in J.D. Salinger's novel "The Catcher in the Rye."
4. "Adult entertainment" - a euphemism for pornographic or sexually explicit material used in Bret Easton Ellis' novel "American Psycho."
5. "Relaxing with a book" - a euphemism for "reading pornography" used in Vladimir Nabokov's novel "Lolita."
6. "Sleeping together" - a euphemism for having sex used in Jane Austen's novel "Sense and Sensibility."
7. "Domestic engineer" - a euphemism for "housewife" or "homemaker" used in Barbara Kingsolver's novel "The Bean Trees."

8. "Undocumented worker" - a euphemism for "illegal immigrant" used in Julia Alvarez's novel "In the Time of the Butterflies."

9. "Collateral damage" - a euphemism for the unintended killing or injury of civilians during warfare, used in Tim O'Brien's novel "The Things They Carried."

10. "Non-consensual intimacy" - a euphemism for rape or sexual assault used in Margaret Atwood's novel "The Handmaid's Tale."

Euphemisms are widely used not only in English and Russian but also in Uzbek, especially due to the limited vocabulary for certain areas. In this article, we will consider examples of euphemisms used in the Uzbek language, related to the limited vocabulary of the consumer sphere, and also indicate the sources.

### Medical Euphemisms

Medical euphemisms are one of the most commonly used types of euphemisms. People often use them to minimize the impact of a medical condition or procedure, trying to create a less intimidating or less painful image.

One of the broadly used medical euphemisms is "female problems," which refers to gynaecological health issues prevalent among women. This euphemism indicates that women are experiencing medical problems, but it does not specify the issues they face. Another medical euphemism is "restroom," which is commonly used instead of the word toilet. It is a polite way of referencing the location used for personal hygiene.

A more technical example could be "post-operative discomfort" used in place of "pain" after surgery. While "pain" is more direct, "post-operative discomfort" can relieve fear and act as a comfort to a patient upon hearing it from their doctor.

In medical terminology, euphemisms are widely used to soften the facts associated with diseases and medical procedures. For example, "женские проблемы" is a euphemism that refers to women's diseases, but does not specifically describe them. "Препарат" is a word that can be used instead of "drug" or "medication". This is softer and more neutral sounding to the patient.

### Results and its discussion.

In some cases, euphemisms are used to refer to unpleasant physical conditions of a person. For example, the word "дискомфорт" replaces the term "pain", which allows for a softer expression of the patient's emotions about physical sensations.

Medical euphemisms are one of the most commonly used types of euphemisms, as many medical problems or procedures may not be desirable enough to be discussed. For example, "боғлама" is not a direct name for "бандаж", but this phrase is used in Uzbekistan. This effective way of using euphemisms reduces the potential anxiety associated with the procedure.

Another example of an Uzbek medical euphemism is "кулоқ доктори" instead of the term "otolaryngologist". This phrase is used to reduce the panic about the idea of visiting an otolaryngologist.

### Sports Euphemisms

Sports lexicon euphemisms are prevalent, whether it be ball games, races, or fitness training. They are often used to motivate players, describe their past performance or predict future success.

One of the most common sports euphemisms is "rain check," which refers to cancelling or postponing an event, either because of unexpected situations or a lack of readiness. Another one is "hand-eye coordination," which refers to improved reflexes, acquired through sports training. It is a euphemism that describes a person's agility without any straight reference to athletics.

### Political Euphemisms

Political euphemisms are used to mask the ugliness of certain facts or events, making them seem more positive or neutral than they are. Examples of political euphemisms include "collateral damage" instead of civilian casualties, "enhanced interrogation" instead of torture, or "ethnic cleansing" instead of genocide.

### Food & Drink Euphemisms

Food and drink euphemisms are also prevalent, especially when referring to alcohol. Euphemisms in this subcategory help to veil the negative aspects of alcoholism or drinking. For example, "tipsy" is used in place of "drunk," "having a nightcap" is used in place of "getting wasted" or "drinking hard liquor before bed."

Another example is "special coffee," which is regular coffee mixed with alcohol. The name implies that coffee is a speciality, which creates a positive connotation that alcohol may not have received otherwise.

Russian also has euphemisms related to food and drink. They can be used to reduce negative attitudes towards certain foods caused, for example, by their high fat or sugar content.

The words " бодрящий напиток " or " освежающий напиток " are euphemisms that can be used instead of the term "carbonated drinks". They help offset the negative associations associated with such products.

Another example of a euphemism used in the food industry is " детские сладости ", which can include chocolate, candy, and other sweets. This is a hidden way to influence the consumption of foods associated with negative health effects.

As in other languages, in Uzbek food euphemisms can be used to reduce negative attitudes towards certain foods, especially if the negative attitude towards the product is associated with a high content of fat, sugar or calories. For example, "ёғсиз сомса" - which can be interpreted as "gluten-free somsa", that is, a product that does not contain gluten that promotes the formation of body fat.

### Advertising euphemisms

In advertising, euphemisms are often used to describe a product or service in a more euphonious way. For example, "нужда в семенах" could be replaced with "desire to create a garden". This is a much less straightforward expression, but it still conveys meaning.

Sometimes when promoting products or services, negative aspects can be hidden behind more pleasant words. For example, an ad for acne cosmetics might be phrased as "beautiful skin care" while evading the negative aspects associated with a person's health.

In the Uzbek language, advertising euphemisms are used to create a harmonious image of a product or service. For example, "ҳазм бўлиши қийин" is a euphemism for "calorie product". This allows you to capture the attention of the client without directly telling him about the possible harmfulness of the product.

Another example of Uzbek advertising euphemisms is "ҳомиладорликни тўхтатиш" instead of a direct mention of "abortion". This phrase has less heaviness, and also contributes to the creation of a more euphonious image.

### Conclusion.

Euphemisms are essential in communication. They allow people to discuss sensitive topics, avoiding blunt language and negative connotations. In the limited consumer category, euphemisms are prevalent in every aspect, including medical, political, sports, and food & drink.

In conclusion, by using euphemisms, people can discuss a topic while keeping from offending or alarming anyone. Euphemisms have become an essential aspect of language, and their use will only continue to grow as society changes.

Euphemisms in Russian are an integral part of the lexicon, facilitating communication between people in various fields, from medical terminology to political rhetoric and advertising. Their use can avoid misunderstandings or negative associations.

Each of the considered examples of euphemisms changes the meaning of the word in such a way that its interpretation becomes softer and more pleasant to hear. This can be important when communicating between two or more parties, where misunderstandings can lead to disagreements.

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