

EUPHEMISMS AS A MEANS OF MANIPULATION IN THE LANGUAGE OF NEWS MEDIA

Euphemia is a complex universal communicative phenomenon, in its structure being a diverse linguistic phenomenon that plays an important role in the history of the development of society. Euphemisms are "a reflection of moral and spiritual culture, value attitudes, peculiarities of thinking and worldview of an individual and an ethnocultural community. Euphemia is a universal, multidimensional phenomenon with its own cultural, social, historical, psychological and linguistic specificity, the study and analysis of which are the main tasks of this work. In the linguistic bibliography, there are many definitions of euphemisms that reflect certain functions of the phenomenon. Some definitions give a broader description of a given linguistic phenomenon, while others, on the contrary, and are narrower. As a result of the analysis, it is possible to conditionally subdivide the studied definitions into three groups, according to the functions of euphemisms reflected in them, which contributes to a deeper understanding of the essence of this phenomenon.



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EUPHEMISMS AS A MEANS OF MANIPULATION IN THE LANGUAGE OF NEWS MEDIA

EUPHEMISMS USED IN MASS MEDIA

Ruziyeva Nafisa Zarifovna

Euphemisms as a means of manipulation in the language of the news media

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Monograph detecting euphemisms in Mass Media

Scholars' Press

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INTRODUCTION

In the most general sense, euphemisms are softening words or expressions used in place of those that can offend, offend or embarrass the participants in the communication. In this regard, euphemisms are often used due to the existence of a system of language prohibitions (taboos) and serve the purpose of ensuring communicative comfort. Euphemisms can be used for various other purposes, in particular, with the aim of forming a certain view of events and facts in the recipient of information.

In connection with this function, euphemization is a purposeful transformation of information in accordance with specific goals set - the introduction into the psyche of the addressee of attitudes, desires or attitudes that do not coincide with what he initially had. It is well known that the tactics of distorting information, substituting concepts, concealing impartial facts are actively used both by various politicians, institutions, and by such more global structures as the mass media in general, the main pragmatic task of which is to manipulate public consciousness, form a certain ideological picture of the world in mass addressee. The study of the phenomenon of euphemia in this vein is of particular importance in connection with the increased interest of society in recent years in the methods and mechanisms of influencing public consciousness, shaping public opinion, as well as the role of the media in this process.

The relevance of the study is due to the breadth of the scope of the use of euphemisms, as well as the fact that numerous works devoted to various aspects of euphemia are not exhaustive: in the scientific literature today there is no clear definition of this phenomenon, the variety of interpretations of which does not fully reflect its essence; there is no consensus regarding the place of euphemia among other similar linguistic phenomena.

At the same time, special attention should be paid to the study of the mechanisms and techniques of the manipulative influence of euphemisms on the mass audience,

which is due to the growing interest in this issue in society, as well as its insufficient linguistic study. In addition, the study of this issue seems to be useful not only from the point of view of linguistics and social information technologies, but also from the point of view of the object of manipulation, the presence of certain knowledge about the mechanisms and means of manipulative influence in which can contribute to the development of protective measures against various kinds of manipulations.

The subject of the research is the manipulative potential of euphemisms and euphemistic expressions, variants of manifestation of their manipulative function in the Russian-language and English-language media.

The purpose of the study is to identify the essence, nature and mechanisms of the manipulative influence of euphemisms that function in the language of the media.

In accordance with this goal, the following research objectives were identified:

- Determine the linguistic specificity of euphemisms;
- Consider the linguistic aspects of the euphemistic phenomenon;
- Identify the main features and functions of the language of the media;
- Identify and describe the main methods of manipulation.

The tasks posed in the course of this study required the complex application of the following methods: the method of continuous sampling, the method of quantitative analysis of the identified euphemisms in terms of their subject matter and methods of formation, the method of analyzing dictionary definitions, the method of contextual analysis of meanings, as well as the descriptive method, which includes observation, systematization, generalization and interpretation of the analyzed material.

The material for the study was news articles from such English-language and Russian-language media as BBC News, CBS News, Daily Progress, Express,

Firstnews, Russia Today, The Guardian, The Independent, The Times, The Washington Post, Vesti (Вести), Gazeta.ru (Газета.ru), Izvestia (Известия), Interfax (Интерфакс) , Komsomolskaya Pravda (Комсомольская правда), Courier Media (Курьер-медиа), Moskovsky Komsomolets (Московский Комсомолец), Novye Vedomosti (Новые Ведомости), NTV, Channel Five (Пятый канал), RBC Daily (РБК Daily), RIA Novosti (РИА Новости), Rossiyskaya Gazeta (Российская газета), Russian News Service (Русская служба новостей).

Compositionally, the work consists of content, an introduction, the first chapter, which includes three sections, and conclusions on it, the second chapter, which includes two sections, and conclusions on it, general conclusions of the study, a list of used literature, and an application.

The introduction includes the justification for the choice and relevance of the topic, the definition of the goal, objectives and research methods.

Chapter 1 is devoted to the study of various linguistic aspects of euphemia, the peculiarities of psychological and speech manipulation, the analysis of the role of the media in the modern world, as well as the significance of euphemisms as a tool of manipulation in the language of the media.

Chapter 2 is devoted to the study of topics and spheres of euphemization, as well as manipulative methods and means of euphemization in Russian and English on the material of news media.

In conclusion, the results of the study are summarized.

The appendix contains a glossary of euphemisms identified in the course of the study.

CHAPTER 1. LINGUISTIC ASPECTS OF EUPHEMIA

1.1 SPECIFIC EUPHEMISMS AS LANGUAGE UNITS

The term "euphemism" goes back to the Greek "euphemismos" (eo - "beautiful", phemo - "I say") - I say politely (Arapova, 1990: 590), and originates in ancient rhetoric, where the theory of euphemia (euphemia - piety, refraining from inappropriate words) was considered in connection with the doctrine of euphony - euphony - synthesizing in itself the visual, acoustic and semantic aspects of speech.

Euphemia is a complex universal communicative phenomenon, in its structure being a multifaceted linguistic phenomenon that plays an important role in the history of the development of society. Euphemisms are "a reflection of moral and spiritual culture, value attitudes, peculiarities of thinking and worldview of an individual and an ethnocultural community" (Mukhamedyanova, 2005: 3).

Euphemisms are traditionally defined as "emotionally neutral words or expressions used instead of synonymous words or expressions that seem indecent, rude or tactless to the speaker" (Arapova, 1990: 590), as well as "occasional individual-contextual substitutions of some words with others in order to distort or masking the true essence of what is designated "(Arapova, 1990: 590).

Euphemia is a universal, multidimensional phenomenon with its own cultural, social, historical, psychological and linguistic specificity, the study and analysis of which are the main tasks of this work.

1.1.1 DIFFERENT APPROACHES TO DEFINITION OF EUPHEMISM, ITS BASIC FUNCTIONS AND FEATURES

In the linguistic literature, there are many definitions of euphemisms that reflect certain functions of the phenomenon. Some definitions give a broader description of a given linguistic phenomenon, while others, on the contrary, are narrower. As a result of the analysis, it is possible to conditionally subdivide the studied definitions into three groups, according to the functions of euphemisms reflected in them, which contributes to a deeper understanding of the essence of this phenomenon.

The definitions of the first group are characterized by the understanding of the softening of the rough and the unpleasant as the only function of the euphemism. This group includes definitions:

— O.S. Akhmanova: "a path consisting in an indirect, covered, polite, relaxed designation of any object" (Akhmanova, 2007: 521);

— I.R. Halperin: "a word and phrases that appear in the language to designate concepts that already have names, but are considered for some reason unpleasant, rude, indecent or low" (Halperin, 1958: 164);

— C. Kaney: "the way in which an unpleasant, offensive or fearsome word is replaced by an indirect or milder term" (Kaney, 1960: 5);

— L.L. Nelyubin: "a word or expression serving under certain conditions to replace those designations that seem undesirable to the speaker, not quite polite or too harsh" (Nelyubin, 2003: 253);

— D.E. Rosenthal: "a softening designation of an object or phenomenon, a softer expression instead of a rude one" (Rosenthal, Telenkova, 1985).

The definitions of the second group also unite attention to the social motives of the use of euphemisms, these include the definitions:

An analysis of all the above definitions allows us to draw conclusions about the main functions of euphemisms:

1. Mitigation of the rude and unpleasant for the speaker, which involves the speaker's assessment of the subject of speech as such, the direct designation of which is perceived by him as indecency, harshness or rudeness.
2. Mitigation of the rude and unpleasant for the interlocutor, which implies the dependence of the use of euphemism on the conditions of speech and context, as well as the social conditioning of ideas about what can act as a euphemism.
3. Disguise of reality, which presupposes the selection by the speaker of designations, not only softening certain unacceptable words or expressions, but also veiling, disguising the essence of the phenomenon.

As a result, the definition of a euphemism capable of fully reflecting the essence of this phenomenon must take into account all its functions. In this work, the following definition is taken as the main one:

Euphemism is the replacement of any undesirable (rude or unlawful) word or expression with a more correct one, the purpose of which is to avoid directly naming what can cause negative feelings in communication participants, as well as to mask certain facts of reality.

Euphemia is not quite clearly separated from other related linguistic phenomena, and the very concept of euphemism remains somewhat vague, covering numerous functions that are also inherent in other linguistic phenomena. In this regard, a large number of difficulties arise in determining the boundaries of the phenomenon of euphemia.

N.M. Potapova considers euphemisms as a protective psychological mechanism (Potapova, 2008: 138), highlighting the following features: — Semantic uncertainty; — Negative evaluativeness, aesthetic or stylistic coloration of the

denotation, requiring improvement; — The ability to create positive or neutral connotations due to its use while maintaining the truth of the statement.

E.P. Senichkina identifies the main (universal, characteristic of all euphemistic substitutions) and essential (characteristic of most euphemisms) signs of euphemisms. All euphemisms have the following main features (Senichkina, 2008: 6):

— Designation of an unwanted denotation (the denotation of a euphemism refers to an object or phenomenon characterized by a negative assessment or negative connotation);

— Semantic ambiguity of the euphemism (allowing to mitigate the negative assessment of the denotation);

— Improvement of the character of the denotation (in comparison with the replaced expression or word) - "in order to become a euphemism, a new name must create associations in the minds of the speaker and listener with an object or phenomenon of a more positive assessment than the denotatum" (Katsev, 1989: 5);

— The formal nature of improving the denotation (the addressee can understand what the speaker is talking about).

1.2 SOCIOCULTURAL CAUSES OF THE EUPHEMIZATION PROCESS

Euphemism is not only a trope consisting in the implicit expression of a negative assessment, but also an element of the structure of the language that plays an important role in its historical development, since euphemization is a continuous process of changing the names of various objects and phenomena, as well as replacing some names with others based on a constant evaluation and re-evaluation by a person of forms of expression, proceeding from the desire to build communication in the most successful way.

Speaking about the importance of taking into account the socio-cultural background against which the need to use euphemisms arises, L.P. Krysin highlights the following essential points in the euphemization process (Krysin, 1994: 28-49):

... The speaker's assessment of the subject of speech as such, the direct designation of which can be qualified in a given social environment or by a specific addressee as rudeness, harshness, indecency, etc. (this applies to certain objects, objects, realities, spheres of human activity and relations);

2. Selection by the speaker of such designations that not only soften certain seemingly rude words and expressions, but mask, veil the essence of the phenomenon (cf. : neoplasm instead of tumor, pediculosis instead of lice);

... The dependence of the use of euphemism on the context and conditions of speech: the stricter the social control of the speech situation and the self-control of the speakers of their own speech, the more likely the appearance of euphemisms; and vice versa, in poorly controlled speech situations and with high speech automatism, direct designations are preferred - dysphemisms;

Social conditioning of ideas about what may be a euphemism (which in one environment is assessed as a euphemism, in another may have different assessments).

Among the factors that determine the conditions for the use of euphemisms, the following can be distinguished:

— The factor of context (contributing or hindering the euphemistic function of a linguistic unit): the same euphemism behaves differently in different conditions of the context, that is, it does not realize its euphemistic potential to the same extent (Katsev, 1989: 41);

— Factor of ease / determinism of communication: the stricter the control of the speech situation and self-control of the speaker over his own speech, the more likely the appearance of euphemisms, and, on the contrary, with weak control and high automatism of speech (communication in an informal setting), euphemisms may be preferred to "direct" designations or dysphemism (Krysin, 1994: 30);

— Style factor: there is a stylistic fixation of euphemism for a certain style of speech, euphemisms of scientific, official business, journalistic style, fiction, colloquial and everyday style, extra-literary vocabulary are distinguished (Senichkina, 2008: 32), "the euphemistic vocabulary represents all three main styles : sublime, neutral and reduced "(Katsev, 1989: 37-38);

— The factor of social determinism: some euphemisms are inherent in urban general colloquial speech, others are used in the speech of rural residents, etc. (Senichkina, 2008: 32);

— The factor of social relativity: "What in one environment is regarded as a euphemism, in another environment may receive different evaluations" (Krysin, 1994: 389);

— Factor of the speaker's speech culture: the dependence of the appearance of euphemisms in speech on what type of speech culture the speaker is;

— Time factor: "euphemia is a universal both in time and space" (Katsev, 1989: 30), that is, the functioning of a linguistic unit as a euphemism is determined by

time frames, and words used as euphemisms do not remain so permanently, there is a contamination, "dysphemization" of euphemisms. B.A. Larin speaks of the fragility of euphemisms: an essential condition for the effectiveness of a euphemism is the presence of an unacceptable equivalent, and as soon as this implied expression goes out of use, the euphemism loses its ennobling properties, passing into the category of direct names, and then requires a new replacement (Larin, 1977).

In this regard, A. M. Katsev distinguishes: erased euphemisms (which have almost lost their euphemistic function and are still used only by virtue of tradition); true euphemisms (productive at this historical stage, with great euphemistic potential); true euphemisms with an additional stylistic effect (euphemisms combined with irony and humor) (Katsev, 1989: 41).

1.1.3 LANGUAGE FACILITIES AND METHODS OF EUMIZATION

Euphemisms are characterized by great structural diversity in terms of grammar. The following can be used as euphemisms (examples from R. Holder's dictionary of euphemisms, 1995):

1) Single words:

— Nouns (action / action instead of illegal actions, underachiever / not quite successful instead of underperforming, entanglement / predicament instead of critical situation);

— Adjectives (special / special instead of being lower in mental or physical abilities, liberal / liberal instead of intolerant, alternative / alternative instead of different from the accepted and established in society);

— Verbs (to whitewash / whitewash, instead of hush up an inconvenient event, to arrange / organize instead of doing something secretly, behind the back of others, to stroke / stroke instead of persuading with flattery);

— Adverbs (friendly / friendly instead of without much compromise and empathy);

— Pronouns of some categories (personal, demonstrative, indefinite): this, that, he, something, etc.

2) Phrases:

— Free phrases (senior citizen / senior citizen instead of old man, academic dismissal / academic dismissal instead of college dropout, reduction in workforce / labor force reduction instead of mass layoffs);

— Phraseological turns (lame duck / lame duck instead of the head of administration who cannot be re-elected for a second term, window dressing /

window dressing instead of falsifying financial statements, golden handcuffs / golden handcuffs instead of significant payments involved in hiring an experienced worker).

3) Suggestions:

(get on one's bike / bike instead of being fired, work both sides of the street / work both sides of the street instead of being unprincipled, hang up one's hat / hang up a hat instead of marrying rich).

With regard to linguistic means and methods of euphemization, the views of linguists are generally different, however, we can say that they do not contradict so much as complement each other.

According to J. Lawrence (Lawrence, 1973: 25), all rather numerous ways of euphemization represent the implementation of two main ways:

- 1) Creation of an allegorical expression;
- 2) Using a carefully chosen placeholder word.

C. Kaney identifies the following methods of euphemization (Kaney, 1960: 34):

- 1) Intentional omission of an offensive term in speech;
- 2) Changing the form of the word-taboo;
- 3) Replacement of the word-taboo with a more general term;
- 4) Translation of an inappropriate term into a foreign language.

The Polish linguist S. Widlak (Widlak, 1967) lists among the ways of forming euphemisms:

- 1) Borrowings from other languages (foreign words may seem more noble less shocking);
- 2) Partial antonym (lithotes) (rather difficult instead of difficult);

3) Full antonym (antiphrase) (for example, easy instead of difficult or truth instead of a lie, pronounced in an appropriate tone, with an appropriate gesture and in an appropriate context);

4) Metaphorization (for example, instead of the keeper of the brothel, the mother is the abbess, and the prostitutes are the nuns, etc.)

L.P. Krisin identifies the following as means of euphemization (Krisin, 1996):

1) Definition words with "diffuse" semantics (some, definite, appropriate, appropriate);

2) Nouns with a fairly general meaning, used to name very specific objects and actions (action, product, object, product, commodity, material), as well as indefinite or demonstrative pronouns (something, this) and pronouns like this business, one place;

3) Foreign words and terms used as designations are more suitable - due to their less comprehensibility to most native speakers - for veiling the essence of the phenomenon than the original vocabulary (head lice instead of lice, price liberalization instead of price increases, confrontation instead of confrontation);

4) Words denoting a weakly expressed degree of a property or an incompleteness of an action, used not in their dictionary meaning, but as a euphemism (he misses the hearing instead of the deaf, he limps instead of the lame);

5) Some verb forms with a prefix under - (drive up, approach, give a lift and others), perceived by some speakers (mainly native speakers) as more polite, softening a direct relationship to the addressee;

6) Abbreviations (VM instead of capital measure (punishment) SS instead of Top Secret)

One of the most comprehensive classifications was proposed by V.P. Moskvina (Moskvina, 1999: 215), highlighting 13 ways of linguistic expression of the euphemization of speech:

- 1) Metonymic nomination (get by with a handkerchief instead of blowing your nose);
- 2) Metaphorical nomination (to die instead of dying);
- 3) Use of synecdoches;
- 4) Pronominalization (go somewhere instead of a toilet);
- 5) Paronymic replacement (went to Riga instead of vomiting, belching);
- 6) The use of book words and expressions, in particular, terms (death instead of death).
- 7) The use of foreign words (confused instead of a prostitute);
- 8) Transfer "from genus to species" (insect instead of louse, cockroach);
- 9) Rephrasing (competent authorities instead of the KGB);
- 10) Antonomazia (crafty instead of devil, Aesculapius is a doctor)
- 11) Transfer from view to view (assign instead of steal);
- 12) The use of the meiosis trail (drunk instead of drunk, leaves much to be desired instead of bad);
- 13) Ellipsis (stick in the meaning of giving a bribe).

E. Partridge (Partridge, 1964: 112) identifies the following ways of forming euphemisms (examples of the author of the classification are given):

- 1) By redirecting thoughts in the desired direction (convey honorarium / transfer the fee instead of to plagiarize / plagiarize);

- 2) Using an extremely vague phrase (commit a nuisance / annoying);
- 3) By mentioning a very general concomitant circumstance (remove instead of to murder);

J. Niemen and K. Silver take the basic semantic processes through which euphemisms are formed as a criterion for their classification of methods of euphemization. In their classification, the following methods of euphemization are presented (Niemen, Silver, 1990: 56):

- 1) Borrowings from other languages halitosis (Latin equivalent) instead of bad breath / halitosis);
- 2) Expansion of meaning (growth / tumor instead of cancer / cancer, social disease / social disease instead of syphilis / syphilis);
- 3) Semantic shift (metonymization) (rear end / rear part instead of buttocks / buttocks);
- 4) Metaphorical transfer (blossom / bloom instead of pimple / pimple);
- 5) Phonetic distortion
 - Abbreviation (ladies (ladies room) / ladies room);
 - Apocopy (vamp (vampire) / vampire);
 - Abbreviation (JC / Jesus Christ);
 - Reduplication (ree-ree / to piss)

A. Katsev, in his classification of methods of euphemization, divides all methods of forming euphemisms into three large groups, depending on the method of replacing the word taboo with a euphemism (Katsev, 1989: 35):

Group 1 - semantic methods:

— Generalization of meaning (use of vocabulary of great semantic potential, for example, personal and demonstrative pronouns he, she, this, nouns of broad semantics this business / this event, this event / this event, polysemantic verbs take, go);

— Metaphorization of meaning (hop off the twig / letters, "jump off the branch" means to die);

— Metonymization of meaning (get the pink slip instead of being fired);

— Polarization of meanings (exists in the form of a complete antonymy of denotation and associate hero / hero in the meaning of a coward, and in contrast only the estimated values of the denotation and associate glorious / glorious instead of drunk / drunk)

Group 2 - changes in the form of the taboo word:

— Sound analogy: Gad (God);

— Negative prefix (litota): untrue / false instead of lie / false; not clever / stupid instead of stupid / stupid;

— Abbreviation: TBC (tuberculosis), pro (prostitute);

Group 3 - borrowing from other languages.

Often - scientific terms of Latin origin: intoxicated instead of drunk / drunk, perspiration instead of sweat / sweat.

In general, as a result of the analysis of the above classifications, it can be concluded that euphemization is not a purely lexical phenomenon, but a certain speech strategy, a stylistic device that can be implemented at various levels of the language - graphic, phonetic, morphological, syntactic and lexicological semantic.

1.1.4 PRAGMATIC INSTALLATIONS OF EUPHEMIZATION

Euphemisms are especially sensitive to changes in the culture of human relations and moral assessments of certain phenomena of social life. Euphemisms at one stage of the development of society at the next stage already cease to be them, calling things too directly. Thus, the time factor plays an important role in the euphemization process. In addition, the social factor is also important, since in different social environments the ideas about those phenomena of speech that are subject to euphemization are different.

Currently, euphemia is actively studied in the works of modern linguists from the point of view of a pragmatic approach, in which euphemisms serve as a means of ensuring communicative comfort and contribute to the achievement of cooperative cooperation with the addressee.

Euphemia as one of the methods of fulfilling or deliberately violating the requirements for speech - those advantages to which one should strive and disadvantages, the manifestation of which should be avoided - was formed in ancient times.

Consistency, correctness, accuracy, diversity, euphony, unambiguity, brevity and clarity, plausibility and relevance were considered the main positive qualities of speech (Moskvin, 2001).

Having formulated the principles and postulates of verbal communication, P. Grice and J. Leach made a great contribution to the systematization of the rules of communication.

The principle of cooperation (Grice, 1985: 220) is the basic principle, which consists in the requirement for the correspondence of the contribution made to the speech message to the accepted purpose and direction of communication. The following four categories of postulates are subject to this principle:

1) Quantity category: the utterance must convey complete information;

- 2) Quality category: the transmitted information must be fair;
- 3) The category of relationship (the only postulate associated with it is the postulate of relevance: the statement must touch the essence of the matter);
- 4) Method category: the statement should be unambiguous and concise.

J. Leach formulated an equally important principle that regulates the relations of communicants in verbal communication - the principle of politeness, which is concretized in six postulates (according to Arutyunova, 1985: 27)

- 1) The postulate of tact (cause a minimum of inconvenience and provide maximum convenience to another);
- 2) The postulate of generosity (provide a minimum of comfort to yourself and maximum comfort to another);
- 3) The postulate of approval (minimize the negative assessment of others, strive for the most positive assessment of others);
- 4) The postulate of modesty (praise yourself as little as possible, blame yourself as much as possible);
- 5) The postulate of agreement (minimize disagreement between yourself and others, strive for maximum agreement between yourself and others);
- 6) The postulate of sympathy (minimize antipathy between yourself and others, strive for maximum sympathy between you and the other).

If the speakers fail to comply with the above requirements, the speakers violate the rules of communication, which can lead to such deficiencies in speech as illogicality, ambiguity, etc., arising both in connection with reprehensible communicative purposes (for example, insults, insinuations, deceptions, slander, etc.), and in connection with excessive politeness, fear of responsibility for the transmission of truthful, but negative information.

However, the violation of the requirements for speech can be justified from a communicative point of view, for example, if the achievement of the goal of communication is possible exclusively in this way.

From a pragmatic point of view, the use of euphemisms is dictated by the principles of politeness, modesty, delicacy, the rules of good manners, as well as the desire to soften the negative essence of an object or phenomenon. Euphemisms are the result of communicatively justified violations of the requirements for speech.

In case of non-observance of some of Grice's postulates - the postulates of the category of quality ("Do not say what you think is false"), the postulates of the category of the method ("Avoid incomprehensible expressions", "Avoid ambiguity") (Grice, 1985: 220), nevertheless, is observed the global principle of cooperation is the correspondence of the contribution to verbal communication to the accepted goal of communication.

Thus, the ambiguity arising from euphemization is deliberate and serves the ultimate communicative goal - to soften the direct meaning of a harsh or rude statement that is unpleasant for the interlocutor.

The phenomenon of euphemia belongs to linguistic universals, is an integral component of the communication process and serves as one of the main means of conflict-free and successful communication.

1.2 MANIPULATIVE INFLUENCE IN THE MEDIA LANGUAGE

Modern mass media have discovered new opportunities for influence, which allowed them to move from positions that are purely describing to positions that shape the situation (Pocheptsov, 2002: 149).

In recent years, interest and attention of society to methods of influencing public consciousness has increased, a large number of scientific works devoted to the manipulation of consciousness have appeared, in which manipulative technologies and methods are analyzed, the principles of psychological protection from manipulation are stated, and the ideological significance of manipulative influence on a person and the ethical side of this problem.

However, most of the research is carried out in the mainstream of psychological, philosophical, sociological and political science disciplines, while there are very few linguistic studies of this phenomenon to date.

Manipulation is carried out in most cases with the help of language, which makes the problem of manipulative influence an object of interdisciplinary research, at the junction of linguistics and psychology, sociology, philosophy.

The study of the methods and techniques of the manipulative influence of euphemisms on the audience seems to be relevant not only for linguists and developers of social information technologies, but also for those whose consciousness is being manipulated, since gaining knowledge about the tools of manipulative influence can contribute to the formation of protective mechanisms against manipulation.

The main pragmatic task of the media is to manipulate public consciousness and form a certain ideological picture of the world in the mass addressee.

Today information is one of the decisive factors in the development of almost all spheres of human life. Modern society is primarily an information society, where information is one of the most important and significant resources. The mass media have become firmly established in the life of society, being the main providers of information, intermediaries in the dissemination of collective knowledge.

At the same time, mass media means not only technical means or channels of information transmission, but also people and public organizations involved in the dissemination of information. Surrounding a person from all sides - filling both his business, work life and leisure, informing him about the current situation in the world, the media have a significant impact on a person's perception of the world, on the structure of his thinking, form the field of his interests and views. Human perception is constantly influenced by the media (Volodina, 2008: 37).

The media today represent one of the most important forms of the existence of the social-speech environment and the reflection of the socio-cultural reality; they are one of the most powerful means of shaping public opinion, exercising social control, as well as providing regulatory influence. The presence of a developed system of mass communication, which is understood as a specially organized means of social and cultural communication of people, is one of the main features of modern society. The functioning of modern society seems impossible without such mass media as television, radio and the press.

Among the main features of the media are the following:

- Mass character;
- Frequency;
- Compulsion (one broadcast source - many consumers).

The language of the media, which is inherently dynamic, reacts most quickly to all changes in public consciousness, while simultaneously reflecting its current state and influencing its formation. It is in the language of the media that new language

trends are most noticeable. Numerous changes in linguistic reality, those processes that turn out to be characteristic of modern speech use, are reflected and recorded in the texts of the mass media. They instantly, "photographically" capture any event, any movement of life (Dobrosklonskaya, 2008: 18).

Possessing the most modern means of dissemination and high prestige, the language of the media largely shapes language preferences and tastes, literary norms of the language. At the same time, however, on the one hand, the literary language is enriched in its own way due to the language of mass communication, and, on the other hand, one cannot underestimate the negative role of the language of some media, replete with various deviations from the norms of the language, flooding speech with various jargon and foreign words. The language of the media requires close attention in the context of a decline in the general information, language and speech culture.

The language of mass communication in modern society is characterized by the following general features:

1. Qualitative and quantitative complication of specific spheres of speech communication;
 2. Socio-cultural diversity of the norms of speech behavior of individual social groups, inherent in modern speech communication, reflected in the linguistic reality of the mass media;
 3. Democratization of the journalistic style, expansion of the normative boundaries of the language of the media;
- ... "Americanization" of the language of mass communication;
- ... Following speech fashion;
- ... Conscious departure from the literary and linguistic norm.

It is in the media that the most active processes of changing the language norm take place within the framework of Russian and other European languages. In this regard, special attention is required to the problem of the formation of a high information and linguistic culture in society, the preservation of national traditions of language and culture of speech.

Mass media texts are one of the most common forms of language existence today. The second half of the XX - beginning of the XXI century is characterized by the rapid growth of a new sphere of speech use, mass communication. The dynamic development of traditional media: print, radio, television, the emergence of new computer information technologies, the globalization of the world information space have a huge impact on the production process and the spread of the word.

The main feature of language in the modern world is the massive nature of communication, that is, an unprecedented increase in the number of people communicating and the complication of forms of communication, and not only within a monolingual collective, but also on a global scale. The use of mass media, without changing the general strategy of the speech act (to communicate something or to convince of something), significantly complicates the task of the "speaker", because now his "addressee" is not one person, but millions of viewers and listeners. The more people are involved in the act of communication, the more universal and general the form of the message should be. (Stepanov, 1984).

Mass information is a global text that unites different linguistic communities with their social linguistic structures. Despite the difference in linguistic systems, understood linguistically, mass information has a fundamental unity of meaning and direction of content (Rozhdestvensky, 1997: 477).

When referring to the specifics of the use of language in mass media texts, the researcher is faced with the interaction of two systems: a natural system, which is human language, and an artificial media system created by a person using various technologies (Krivenko, 1993: 7).

In the language of mass communication, as a result of a detailed study of the languages of individual media, the verbal and media (audiovisual) levels were distinguished. Consideration of the language of the media as a mixed-type sign system, combining both verbal and audiovisual codes, made it possible to determine the specifics of the language of each specific media.

In mass communication, the nature of the message is determined by the media properties of the distribution channel. Thus, the linguistic specificity of printed media consists in the interaction of graphic and verbal components. The size of the font, its type, the presence or absence of illustrations, the quality of the paper, the location of the material, the use of color accents in combination with the verbal series form a single whole - the syncretic language of the press.

Among the features of the radio language, the main one is, obviously, a combination of verbal and sound series. The language of radio is becoming a powerful means of influencing the mass addressee, thanks to the use of a wide range of such possibilities of the audio range as noise and musical effects, paratextual and phonetic properties of speech (tempo, intonation, individual vocal qualities).

A moving color image (visual level), coupled with verbal and sound levels, make the language of television an even more perfect system of codified influence. In terms of impact on public consciousness, television is considered the most effective mass media.

The language of the Internet is a complex multi-level multimedia system that has incorporated the achievements of all traditional media. On the Internet, verbal text has a special "network" dimension, which makes it possible to expand the text not only linearly, but also into the depth of intertextual links using links.

The conceptual (cognitive-ideological) level of the language of the media is also distinguished. Today, a person's perception of the world around him largely depends on how this world is presented by the media. The language of the mass

media, thus, is a universal sign system with the help of which a picture of the surrounding world is formed in the minds of individuals and the masses. Due to the lack of personal experience of the whole variety of events taking place in the world, the addressee is forced to form his knowledge of the surrounding reality on the basis of interpretations and media reconstruction, ideological and culturally specific in nature.

The language of the media, being a product of various socio-political groups and national-cultural communities, reflects the multiple nature of these interpretations, conveying national-cultural specifics and a certain ideological coloration. "It is in the language of the media that social and ideological changes in society are most quickly reflected, new concepts and ideologemes are recorded" (Dobrosklonskaya, 2008: 22).

Among the whole variety of texts produced and disseminated daily by the mass media, there are separate functional-genre types of texts that have stable features at all levels: at the level of format, content, and also at the level of language. The basis of the entire corpus of modern media speech is made up of the following types of mass media texts, which have a certain set of stable characteristic features: news texts, information analytics, advertising and journalistic texts. At the same time, news texts stand out as a basic element of mass information.

Manipulation is a way of domination by spiritually influencing people through programming their behavior. This impact is aimed at the mental structures of a person, is carried out secretly and sets as its task to change the opinions, motives and goals of people in the right direction. The media use language as a tool to create and disseminate messages that affect public consciousness.

When creating a message, specific linguistic means are selected that affect the structures of thinking, and, consequently, the process of perception and

reproduction of reality. Such messages evoke the necessary feelings and emotions in people, as well as encourage them to perform certain actions.

Due to such distinctive characteristics as the mass dissemination of information, publicity, one-pointedness of influence, the media are ideal for manipulating a person. Successful manipulation requires "a false reality in which its presence will not be felt" (Schiller 1980: 28). It is this reality that the media create, leaving in the shadows some details and focusing on others, they set a certain tone, an emotional attitude to the phenomena and facts of reality, thus influencing the process of forming the worldview and worldview of a large number of people.

1.2.1 DIFFERENT APPROACHES TO UNDERSTANDING MANIPULATION

To be successful, manipulation must remain invisible. The success of manipulation is guaranteed when the manipulated person believes that everything that happens is inevitable and natural (Schiller, 1980: 43).

The term "manipulation" goes back to the Latin *manipulus*: *manus* - hand, *ple* - to fill. In the most general, direct meaning, it is understood as movements made by the hands; handling objects with special intent. The metaphorization of the concept leads to the fact that the objects of manipulation in the end are understood not as objects, but as people, human consciousness.

In a figurative sense, which is of particular interest as the subject of this study, manipulation is understood as an act of influencing people or covertly controlling them with dexterity.

Manipulation is a type of psychological influence in which the skill of a manipulator is used to covertly introduce goals, desires, intentions, attitudes or attitudes into the addressee's psyche that do not coincide with those that the addressee has at the moment (Dotsenko, 1997: 59).

The skill of the manipulator, as well as the illusion of independence of actions and decisions of the addressee of the influence, are prerequisites for manipulation. "To achieve success, manipulation must remain invisible. Success of manipulation is guaranteed when the manipulated person believes that everything that happens is natural and inevitable" (Schiller, 1980: 43).

Today this term is often used in relation to the media and political events aimed at programming the opinions or aspirations of the masses, the mental state of the population, etc. The ultimate goal of such efforts is control over the population, its obedience and governance.

Manipulation is a process of interaction, during which the characteristics of the addressee are taken into account, the manipulators themselves and their victims are the same people, mutually pushing each other, seeking to use the other in order to solve their own problems.

The degree of success of the manipulation depends to a large extent on how wide the range of the means of psychological influence used by the manipulator, and how flexible he is in their application. One of the means of psychological influence in this case is the purposeful transformation of information, its concealment, distortion from partial deformations to outright lies (Dotsenko, 1997: 108). It is also important to bear in mind that as the audience to be influenced expands, the targets used need to be universalized. And, conversely, the narrower the intended audience, the more accurate the adjustment for its characteristics should be.

Specialization and precise direction of mass impact is possible when the organizer of the impact knows the specific qualities of the population stratum of interest to him. A characteristic feature of manipulation is an orientation not toward persuasion, but toward suggestion, and its main tool is an accurate appeal to the emotional sphere of the addressee, using his mental needs to achieve certain goals (Skovorodnikov, 2011: 463).

The impact is based on the base of a person's desires, or his aggressive aspirations, such as a sense of ownership, instability in the face of the temptations of money, fame, power, luxury, etc., hostile attitude towards those who are not like us. The need for security, food, and a sense of community are drives that work flawlessly. The desire for pleasure, comfort, the desire for family comfort, pride, promotion, fame act as universal motivators.

More skillful methods of manipulation involve the preliminary production of desires or opinions, their fixation in the mass consciousness so that they can be subsequently addressed.

At the heart of speech manipulation are psychological mechanisms that force the addressee to perceive the speech message uncritically, contributing to the emergence of certain delusions and illusions in his mind, provoking certain actions and the development of certain assessments.

The illusion of independence of the conclusions made by the recipient is achieved due to a certain organization of speech, in which key semantic components are implied, statements are overloaded with evaluative vocabulary, the subjective point of view is presented as obviously true, conclusions are imposed in a veiled form (Skovorodnikov, 2011: 463).

Speech manipulation is a type of speech violence, and its characteristic features are lack of reasoning of judgments, categorical and biased formulations, references to inaccurate information instead of reinforcing factually and logically justified arguments with a low degree of information content and the predominance of evaluative and imperative constructions (Skovorodnikov, 2011: 464).

Defending against manipulation presupposes counter-activity aimed at reducing the damage done. Difficulties in the process of protection against manipulation can be caused by the difficulty of identifying them. The development of a number of specific and nonspecific reactions contributes to the formation of protection against various kinds of manipulations. Nonspecific reactions include blocking, controlling, leaving, banishing, freezing, and ignoring.

Specific reactions include an increase in the unpredictability of behavior, direct protection of personality structures, a delay in automatic reactions, a desire to make it explicit, countering force pressure, a desire to transform a manipulative influence in accordance with one's interests. Psychological defenses appear in behavior even when the threat of manipulation is not recognized.

S. Kara-Murza identifies the following generic signs of manipulation:

... Manipulation is a kind of spiritual, psychological influence. The target of the manipulator's actions is the spirit, the mental structures of the human personality.

... Manipulation is a hidden influence, the fact of which should not be noticed by the object of manipulation. The main goal is hidden even more carefully - the exposure of the manipulation attempt should not lead to clarification of further intentions.

... Manipulation is an impact that requires significant skill and knowledge.

V.E. Chernyavskaya defines manipulation as a speech influence aimed at a hidden or implicit inducement of the addressee to perform certain actions, the hidden introduction into his consciousness of attitudes, relationships and desires that serve to fulfill the interests of the sender of the message, which do not necessarily coincide with the interests of the addressee, the purpose of which is to persuade the addressee (manipulated face) to accept certain statements as true without taking into account all the arguments (Chernyavskaya, 2006: 19).

In this context, speech manipulation is closely related to the implementation of persuasive strategies (the influence of the author of the message on the addressee for the purpose of persuasion, a call to perform / not perform certain actions) and suggestiveness (latent influence perceived by the addressee without critical assessment).

1.2.2 MANIPULATIVE POTENTIAL OF EUTHEMISM

Language as a semiotic system presupposes a variable reflection of objective reality by means of a given language, while any choice of nomination is a subjective-evaluative act, not neutral in relation to the subject of speech, since the lexical meaning of a word conveys information both about the subject of the message and about the participants in the communicative situation using the language. At the same time, the choice comes from a number of linguistic units that have a common denotative meaning, but differ in connotations - their semantic shades.

The denotative meaning of the word is mandatory, while the connotations are optional, expressing the unequal emotional and evaluative attitude of the sender of the message to the communicative situation they reflect. Connotations combine the expressive, evaluative, emotional, and stylistic components of meaning. At the same time, it is important that the emotional component that has arisen on the basis of the subject-logical meaning remains and can significantly modify this subject-logical meaning.

In addition, the choice of the nomination is not only a reflection of differences in assessments (negative or positive), but it is able to impose on the addressee a certain attitude towards the subject of the message - to direct his perception and control his understanding. Thus, the effect of speech influence is a consequence and result of a possible variability of language formulation and, accordingly, interpretation (Chernyavskaya, 2006: 11).

In order to exert influence, both verbal and non-verbal means of communication can be used. In most cases, however, the manipulation is carried out by means of language. Manipulation, therefore, is a multifaceted and multifaceted phenomenon, a problem studied in psychology, philosophy, sociology, political science and linguistics.

Speech manipulation is carried out at three levels: factual (careful dispensing and distortion of information important for an objective representation of an event or fact), logical (violation of the laws of logic and various methods of false argumentation) and linguistic (a wide range of techniques - from fixing new connotations for key concepts to skillful use of various means of expression) (Skovorodnikov, 2011: 463).

Euphemisms as words and expressions capable of veiling events and facts that cause a deliberately unfavorable assessment or antipathy in the public consciousness are a way of speech manipulation at the linguistic level. The role of manipulative influence is increasing in modern society, and the influencing - manipulative - aspect of euphemisms in the language of the media is insufficiently studied linguistically.

The media use language as a tool to create and disseminate messages that affect public consciousness. When creating a message, specific linguistic means are selected that affect the structures of the addressee's thinking and, as a result, the process of perception and reproduction of reality. Such messages evoke the necessary feelings and emotions in people, as well as encourage them to perform certain actions.

Linguistic manipulation is a latent linguistic effect on the addressee, deliberately misleading him about the intention or content of speech. In the process of language manipulation, such basic rules of the speaker's behavior are violated, such as honesty (prohibition on misleading the audience about the purpose of speech, its content, etc.), modesty (prohibition on public insults and irrefutable direct assessments) and prudence (informing about imaginary danger, a ban on the introduction of panic).

Linguistic manipulation is the selection and use of language means in order to influence the addressee of speech, which can be carried out at various levels: lexical, syntactic, stylistic, etc.

Since the task of latent linguistic influence is to change the recipient's attitude to certain phenomena, this influence is based on the introduction of new connotations and meanings into lexical units, on a change in the associative field of the word. Thus, the asymmetry of a linguistic sign and meaning is one of the conditions for linguistic influence. Euphemization is one of the most common methods of linguistic manipulation at the lexical-semantic level.

Euphemia as a tactic of substituting concepts with the help of vocabulary and phraseology, hiding impartial facts and distorting information is a desire for the correctness of speech behavior in order to influence the audience, correct its value attitudes.

In various classifications of methods of manipulative influence, euphemisms are not represented, although they have a huge manipulative potential, which is due to a number of factors (Baskova, 2006):

Euphemisms hide the true essence of the phenomenon by creating a neutral or positive connotation, due to the action of the mechanism of associativity and the mechanism of "buffer"; a hidden way of transmitting information is more effective than direct impact on a person;

The recipient usually does not have time to isolate the euphemisms from the context and comprehend them, since the huge information flow transmitted by mass communication channels makes it difficult to orientate in the linguistic material and its critical assessment;

To assign the status of a euphemism to a word, one must understand what kind of referent is hidden behind this word; if the addressee for some reason (lack of time, insufficient level of education, lack of necessary presuppositional knowledge) cannot do this, then the euphemism will not be "recognized" by him;

A small part of the recipients are familiar with this linguistic phenomenon (mainly philologists and journalists); without knowing the essence of the phenomenon, it is impossible to understand how the manipulative influence is carried out.

CHAPTER 1 CONCLUSIONS

At the present stage of development of society, information, being one of the most significant resources, plays an important role in all spheres of human life and is one of the decisive factors in their development. As the main intermediaries in the dissemination of knowledge, the mass media (which are understood as the channels of dissemination of information and the technical means used in this case, as well as the people and organizations involved in this process) have firmly entered the life of society and today they not only describe the current the state of the world and society, but also actively influence it.

The main pragmatic task of the media in connection with the position they take in today's world is to manipulate public consciousness and form a certain picture of the world among the mass addressee. At the same time, the mass nature of communication is associated with the complication of the forms of communication on a global scale, as well as with the global expansion of the circle of communicating people.

Human perception of the world strongly depends on how the media represent the world: due to the lack of personal experience of the addressee of the whole variety of events taking place in the world, he is forced to trust the media in the process of forming knowledge about the surrounding reality. And being a product of various socio-political and national-cultural communities, the language of the media reflects the multiple nature of interpretations and conveys a certain ideological coloration and national-cultural specifics.

Functional-genre types of texts produced and distributed by the media have stable features at the level of format, content and language, and news texts are thus distinguished as a basic element of mass information.

Due to such distinctive characteristics as the massive dissemination of information, publicity, one-pointedness of influence, the media are ideal for manipulating a person. In order to exert influence, both verbal and non-verbal means of communication can be used, but in most cases the manipulation is carried out using the means of language.

Speech manipulation can be carried out at three levels: actual (careful dosage and distortion of information important for an objective representation of an event or fact), logical (violation of the laws of logic and various methods of false argumentation) and linguistic (a wide range of techniques - from fixing new connotations to key concepts to the skillful use of various means of expression).

As a universal speech strategy, euphemization is a way to implement manipulation at the linguistic level and, in connection with this function, is a purposeful transformation of information in accordance with specific goals set - the introduction into the psyche of the addressee of attitudes, desires or attitudes that do not coincide with those initially available.

In general, as a linguistic phenomenon, a euphemism is the replacement of any undesirable (rude or illicit) word or expression with a more correct one, the purpose of which is to avoid directly naming what can cause negative feelings in communication participants, as well as masking certain facts of reality.

From a pragmatic point of view, the use of euphemisms is dictated by the principles of politeness, modesty, delicacy, the rules of good manners, as well as the desire to soften the negative essence of an object or phenomenon. Euphemisms are the result of communicatively justified violations of the requirements for speech, being an integral component of the communication process and one of the main means of conflict-free and successful communication.

The use of euphemisms can depend on the context (both linguistic and extralinguistic, social), the degree of ease of communication, the style situation and speech culture of the speaker, as well as on the temporal factor (over time,

euphemisms can lose their euphemistic function, calling a taboo subject or phenomenon too straight).

Euphemization is not a purely lexical phenomenon, but a certain speech strategy, a stylistic device that can be implemented at the graphic, phonetic, morphological, syntactic and lexico-semantic levels of the language

CHAPTER 2. MANIPULATIVE EUFEMIZATION TOOLS IN ENGLISH AND RUSSIAN NEWS MEDIA

This chapter will review and analyze examples of euphemisms from various media. The main attention in the analysis will be paid to the ways of realizing the manipulative function of euphemisms. In total, 90 examples were selected for analysis: 45 examples from Russian-language media and the same number from English-language media. The first section is devoted to the analysis of the selected units from the point of view of the language levels at which the euphemization takes place, as well as the used linguistic means and methods of its implementation.

The second section is devoted to the study of the themes and spheres of euphemization, the identification of those areas of public life in which euphemisms are used most often as a tool for manipulating the consciousness of a mass addressee.

2.1 LEVELS AND LANGUAGE FACILITIES

The euphemisms selected for analysis were studied by us in order to identify the most frequent and most effective in terms of manipulative influence on the addressee. By analyzing the classifications of linguistic means and methods of euphemization, set out in the first chapter, it can be concluded that euphemization is not a purely lexical phenomenon, but a certain speech strategy, a stylistic device that can be implemented at various levels of language - graphic, phonetic, morphological, syntactic and lexical-semantic. Let's consider each level separately.

2.1.1 GRAPHIC AND PHONETIC LEVELS OF EUPHEMISATION

Combining these levels into one group seems appropriate due to their relatively rare use.

Graphic euphemia is rarely mentioned in linguistic literature due to its status as the "least interesting" type of euphemia. (Sannikov, 1999: 537). This includes syncope - omitting the middle of a word or apocopy - omitting the end of a word, as well as in written speech, full or partial replacement of a word with ellipsis.

At the phonetic level, euphemization occurs due to sound analogy (the term was introduced by A.M. Katsev, 1988: 36) - a change occurs in the form of a taboo word. Despite the limited area of usage (mainly for substitution of curses), the usage of this kind of euphemisms allows the speaker, avoiding an unpleasant or rude word, to nevertheless express a meaning equivalent to the meaning of a taboo denotation, making it clear to the interlocutor what it is about, and at the same time avoiding its negative reactions - outrage, anger, resentment, or fear. An example of a phonetic euphemism is the use of *shoot* instead of the swear word *shit*, as well as words and expressions in reverse (epar instead of rape) and rhymed slang (raspberry tart instead of fart).

Graphic and phonetic euphemisms are quite rare in the media, and specifically in the news media they are practically not represented, since in general they are used mainly in the transmission of direct speech to denote obscene expressions and swearing.

2.1.2 MORPHOLOGICAL LEVEL OF EUPHEMISATION

Examples of morphological euphemisms are very common in the language of news media, however, they have a relatively low degree of euphemization and a rather low manipulative potential, since they often contain the same root as the concept to be euphemized.

The methods of euphemization at the morphological level include the following:

1. Negative prefixing presupposes the formation of a euphemism according to the model: negative prefix + noun (adjective, adverb), meaning the antonym of the taboo word:

- "Serious and controversial changes are coming in the health care system. Recently, the number of requests from Muscovites regarding plans to close certain medical institutions has sharply increased. Where is the truth, and where is fiction, it is difficult for the townspeople to figure out (Московский Комсомолец: Столичную медицину готовят к операции, 16.05.12).

Controversial change = objectionable, controversial. Euphemism is formed by morphological transformation - adding a negative prefix to the designation of the desired denotation indisputable changes (unanimously accepted by all members of society, whom they affect, not causing controversy and disagreement).

- Apparently, such a verdict is connected with the public outcry caused by this case, and the court behaved not impartially. In our country, even for murder, they do not always give ten years, especially a special regime. And here the bodily injuries, of course, were inflicted, but not so serious. " (РИА Новости: Мосгорсуд рассмотрит жалобы на приговор по делу о нападении на Филина, 06.03.14).

Not impartial = biased, biased - the euphemism is formed by morphological transformation - adding a negative prefix to the designation of the desired denotation impartial behavior, which is a necessary condition of justice. In fact, in

this example, the court is presented with a claim about the bias of the verdict, and the manipulative effect is realized by avoiding direct and rude nominations.

"...An angry Ahern wrote to Margaret McGinley, the An Post chairwoman, calling for radical measures to rescue the business. "That the finances of the company could have disimproved in such a short period of time is a matter of grave concern," he said..." (The Times: Alpha mail, 31.03.13).

Disimprove is used in this example as a euphemism to grow or make worse, to deteriorate, formed by adding a negative prefix dis-, denoting the opposite direction of action or its absence.

2. Meiosis is a trope, consisting in the underestimation of the intensity of the properties or signs of an object, phenomenon or process

(Скребнев, 1979: 138):

□ "...Four out of five nurses would go to work feeling unwell because they fear the stiff regulations of sick days. In a poll conducted by the Royal College of Nursing (RCN) one of those questioned said: "I've been told that if I do not meet 100 per cent attendance at work I will be up for a capability hearing. I had three admissions into hospital due to a cardiac problem, so if I get chest pain I have to ignore it because I have to do to work..." (The Times: Nurses are too scared to take sick days when they feel unwell, 30.09.13).

In this example, the phrase feeling unwell is used as a meiotic euphemism being ill. It is clear from the context that we are talking not only about mild ailments, but also about serious illnesses. However, the author of the article avoids using direct nomination in order not to shock the reader and not discredit public medical institutions.

Euphemisms formed by these two methods (negative prefixation and meiosis) have a rather low degree of euphemization due to the fact that with negative prefixation, a negative denotation occurs, while during meiosis, the implementation of the

euphemistic function is hindered by the presence of a root with a negative assessment.

3. When abbreviating from the roots that carry the main lexical meaning of words and, accordingly, the connotations associated with it, only the initial letters or sounds remain. In this regard, the abbreviation may be incomprehensible to the recipient or devoid of certain negative connotations:

□ "...These are very serious claims and it is surprising that you still make the unqualified statement that "the Assad regime ... was suspected of being responsible". At the very least, you should be reporting the doubts about who perpetrated these attacks, given that we could have been very nearly dragged into yet another Middle Eastern war on the back of bogus WMD allegations..." (The Guardian: Doubts about Syrian chemical weapons attacks, 14.04.14).

WMD is a commonly used euphemism for the Weapon of Mass Destruction, formed by the abbreviation, the use of which allows you to hide the true destructive power of this type of weapon - the destruction, murder or serious damage to people and the entire biosphere as a whole - which explains the manipulative Effect.

□ "...Many HIPC countries have large current-account deficits, of 5% or more, revealing a strong reliance on foreign finance. That could leave them highly vulnerable if investors decide to pull out their cash, as they undoubtedly would if a Greek exit from the eurozone sparked a rush towards the world's safe havens..." (The Guardian: Financial crisis 'will drive up debt repayments for poorer nations', 20.05.12).

The euphemism HIPC countries allows the author to delicately abbreviate the subject of speech. HIPC - heavily indebted poor countries. At the same time, for a mass addressee who does not have in-depth knowledge of the economic terminology to which this abbreviation belongs, it may remain unclear what is behind it.

At the morphological level, the most effective way of euphemization is an abbreviation, which indicates in the least direct way a denotation that is taboo or undesirable in this context. The manipulative function with this method of euphemism formation is also implemented in the most effective way, compared with other methods of this group.

2.1.3 LEXICO-SEMANTIC LEVEL OF EUPHEMISATION

At this level, the main processes occur that contribute to the euphemization of speech, which is why it is the most important level of the implementation of euphemia. The euphemisms of this group have the greatest imagery and are of particular interest in the context of this study, since they often outwardly have no connection with the concept to be euphemized. The denotata can only be guessed after them, since these euphemisms do not contain a direct reference to it.

1. The semantic shift occurring during metaphorization is based on the similarity of a taboo object or concept (more or less obvious) and the corresponding denotation outside the sphere of taboo:

- Those citizens of Russia who, as part of international groups of mercenaries, are fighting in hot spots around the world also pose a serious danger. "

(Вести: У ФСБ появились новые задачи, 07.04.14).

Hot spots are a euphemism for the metaphorical designation of the regions of waging local wars or conflicts that can potentially lead to them. In English, a flashpoint is similarly used, borrowed from chemical terminology (flash point - the point of ignition, the ignition temperature of a volatile substance at which it turns into a flammable gas).

воспламеняющийся газ).

□ "...As a lame-duck president he may be more useful as a scapegoat for growing public frustration with the failing economy - damaged by international

sanctions targeting Iran's nuclear programme and government mismanagement..." (BBC news: Iran supreme leader tells MPs not to summon president, 21.11.12).

In this example, the euphemism lame duck is represented by a phraseological phrase formed through metaphorization, and is used to avoid directly denoting an unsuccessful or incapacitated politician. In American English, this euphemism is an established designation for a politician whose term of election is coming to an end, and which, due to its current rating among voters, will not be able to qualify for re-election, and is often used in various media.

At the same time, the manipulative potential is realized by avoiding direct nomination at the expense of metaphorizing meaning.

□ ". Putin says he is protecting Russian speakers in Ukraine, but being a Russian speaker doesn't mean you're not Ukrainian," Mr Klymchuk said. He said of Putin: "We're dealing with a loose cannon here..." (BBC news: Ukrainians in UK voice fears for loved ones back home, 02.03.14).

A euphemism used to denote an unpredictable person, whose actions, if not controlled by the outside, can cause harm, inconvenience or embarrassment to other people. The etymology of this euphemism goes back to the maritime business: on ships that had cannons on board, their fixation was a very important problem, since an unfixed cannon, due to its heaviness, could cause serious damage to both the ship itself and its entire crew, moving in a completely unpredictable way like during the movement of the ship, and during the battle.

In this example, the euphemism allows us to avoid the tactless direct name of an unpredictable, dangerous, unreliable person whose actions need to be controlled.

2. Metonymization is based on the associative links between the taboo denotation and the harmless, non-rude denotation:

□ "...He told the inquest he "had absolutely no doubt, 110% in my mind I was shooting at insurgents the whole time". East Sussex Coroner Alan Craze recorded a verdict of accidental death and said a number of factors including poor communication had played a part but that the basic reason for the tragedy was the failure of the those running the operation to prevent 'blue on blue' contact..." (The Independent: Army 'should learn from' accidental shooting of soldier Michael Pritchard, says father, 22.05.12).

Just like the euphemism friendly fire, blue on blue is used to refer to the situation of an attack by troops of one country or allied forces against each other. Used as a replacement for friendly fire, a gradually fading euphemism. The manipulative potential is due to the departure from the direct nomination of the fratricide phenomenon due to the metonymic transfer (the troops of the country itself or its allies are marked in blue on military maps).

3. When polarizing values, instead of the negative designation of the denotation, a designation is used that is directly opposite in meaning (for example, defense can be used as a euphemism for the word attack):

□ "...They tried to overwhelm our marines to regain their camp but we have back-up forces nearby and close air support," military spokesman Captain Ryan Lacuesta was quoted by AP news agency as saying..." (BBC News: Philippine military clashes with rebels leave 15 dead, 30.04.14).

Air support, air support is used to mean exactly the opposite - air attack, bombing.

4. When borrowed words and terms are used, the inner form of words is veiled, and they, having no unwanted connotations, are perceived by speakers as more noble or more prestigious. Foreign words can be difficult to understand for native speakers of the recipient language, and, therefore, they have the ability to improve the denotation even with its direct designation:

□ "...Ukrainian President Viktor Yanukovich has called the latest developments in the country a coup d'état, denying speculations of his resignation. He also accused international mediators of not fulfilling their obligations..." (Russia Today: 'I'm not leaving': Yanukovich accuses opposition of coup d'état, calls on EU to fulfill obligations, 22.02.14).). d'état = government overthrow sudden violent overthrow of the government. Euphemization occurs through the use of expressions of foreign language origin.

Both in Russian and in English, of the methods of euphemization of the lexical-semantic level, metaphorization and metonymization are most often used. The use of terminology and borrowings from other languages is also quite frequent and effective. The method of polarizing values is used less often than other methods of this level, but it is not much inferior in efficiency.

2.2.4 SYNTAXIC LEVEL OF EUPHEMISM FORMATION

The syntactic methods for the formation of euphemisms include various transformations of phrases (various operations on the structure of the original phrase: the introduction of an additional positive component, the removal of an undesirable component, the collision of conflicting components (oxymoron), excessive complication of the structure of the phrase), ellipsis (in particular, the use of transitive verbs without an object and the replacement of an active verb construction with a passive one with the omission of the subject of the action), as well as replacement of constructions of asserting undesirable facts with constructions of negation of a desirable fact that are practically similar in meaning.

• "... The diplomats are also discussing what Russia's reaction to the events in Ukraine might be. Nuland also reports that the State Department persuaded UN Secretary General Ban Ki-moon to send his special envoy to Kiev: "This will be great, I think, and will help to glue the situation, let the UN do this, and let the European Union go" (РИА Новости: Эксперты: беседа дипломатов США об Украине показала отсутствие морали, 07.02.14).

Omitting the coarse component of the phrase go to ... allows the author to inform the mass addressee about the fact of rude statements by American diplomats, somewhat softening the form of the insult in print (the inappropriate component is replaced by an ellipsis) and explaining in parentheses the reason for such a replacement.

Euphemization at the syntactic level is one of the most difficult methods of euphemization to consider, since it does not imply a change in individual words of an utterance, but a change in its syntactic structure in order to build a euphemistic construction. It is this complexity that increases the manipulative potential of syntactic euphemisms - it is difficult for a mass addressee to single out a euphemistic structure in the information flow, to identify the denotation hidden behind it, restoring the original syntactic structure.

2.2 THEMES AND AREAS OF EUPHEMIZATION

Themes and spheres of euphemization by L.P. Rat (1996: 28-49) include personal and social spheres of activity. Euphemization in the personal sphere of activity has its main goal to avoid communicative conflicts and failures, the desire not to create communicative discomfort in the interlocutor (for example, a well-deserved rest instead of a pension; the blind instead of the blind). At the same time, in the social sphere, euphemization occurs for completely different reasons - in particular, with the aim of veiling the essence of the issue (for example, to neutralize, render harmless instead of a direct nomination to kill).

In the personal sphere of activity, the use of euphemisms is associated with:

- Physiological processes and conditions;
- Certain parts of the body;
- Relations between the sexes;
- Disease and death.

In the spheres of social life, euphemisms are used

— In diplomacy and politics;

— Concerning the actions of the modern government;

— Concerning state and military secrets;

— Concerning the activities of the army, police, intelligence, etc .;

— In the field of distribution and service;

— Concerning some types of professions.

Euphemisms used in the spheres of social life are of particular interest in the context of this study, since they are most often represented in the language of the media. However, euphemisms related to the personal sphere of activity can also be found in the news media, however, much less often.

The author of the dictionary of euphemisms “How not to say what you mean” R. Holder (Holder, 1995: 415) united in his dictionary all euphemistic units into groups depending on subject areas - spheres of social and individual human life, the objects of which they designate. These subject areas can, in turn, be conventionally combined into larger thematic groups. Thus, according to this dictionary, the following spheres of the emergence and use of euphemisms can be distinguished (the original names of the subject areas of the use of euphemisms according to R. Holder's dictionary of euphemisms and their translation are indicated in brackets):

1) Politics (Politics - Political activity; Bribery - Bribery);

2) Military activity (Warfare - Military sphere);

3) Economics and Business (Commerce and Industry - Trade and Production; Bankruptcy - Bankruptcy; Dismissal - Dismissal);

- 4) Criminal activity (Crime - Crimes; Police - Police; Prisons and Prisoners - Prisons and prisoners);
- 5) Poverty (Poverty and Parsimony - Poverty; Charity - Charity; Unemployment - Unemployment);
- 6) Mental and physical disabilities of a person (Mental Illness - Mental illness; Illness and Injury - Physical disabilities);
- 7) Education (Low Intelligence - Low mental abilities (students));
- 8) Sex, age and ethnic differences (Color, Gypsies and Slavery / Race and slavery);
- 9) Human vices (Boasting, Flattery and Lying / Boasting flattery, lies; Cowardice / Cowardice).

Applicable specifically to the language of the media, the Russian researcher N.G. Zavarzina identifies the following objects that are most often euphemized in modern speech (Zavarzina, 2006):

- 1) Authorities and their activities (This includes repressive actions of the authorities: detain instead of arrest; turnover to apply sanctions is used in a very vague sense, and can mean both criminal prosecution, imprisonment, and economic or military blockade of regions and entire states. In addition, this can also include characteristic political euphemistic turns, for example, managed democracy instead of rule in accordance with the interests of the ruling elite, etc.);
- 2) Military actions and their participants (Including designations of state and military secrets, including the production of certain types of equipment and weapons, the number and social composition of both military and other institutions, the profile of their work, etc. As well as the activities of the police, intelligence, army, and some other authorities and state structures and institutions, the actions of which should not be "in plain sight."

For example, the development of unusual types of weapons instead of bacteriological weapons, non-traditional forms of warfare instead of forms of war, aimed at the complete destruction of enemy manpower while preserving his military equipment.);

3) Economic methods, their followers (This includes financial and economic terms and phrases. For example, a financial pyramid instead of a financial scam, etc.);

Various national and social groups and relations between them.

On the basis of the above classifications, it seems advisable to draw up your own classification, which would cover most of the euphemisms encountered in various news media in the process of selecting a database of examples for the study. The criteria for the formation of each group is the subject of the article, which represents the euphemistic unit, the subject and object of the action that it is talking about, as well as the area of social life with which this action, phenomenon or object is related.

So, all the euphemisms selected for research, represented in the texts of the news media, can be conditionally subdivided into the following lexical and semantic groups:

1. Aspects of the internal structure and internal policy of the state (including the designation of the authorities and some state institutions, as well as their activities, state secrets, etc.)

For example: electronic surveillance operations instead of spying, places not so remote / correctional institution instead of a prison and ZK / clients of correctional system / clients of the correctional system to designate prisoners, criminals;

2. Aspects of the foreign policy of the state (including the designation of various military actions and their participants, interaction of countries in the international arena, diplomacy, etc.)

For example: involvement / aggression / conflict instead of the direct nomination war, by-products / collateral damage to designate people who died during hostilities, air support instead of air attack / air bombing, brotherly help instead of invasion, friendly fire / blue on blue to designate attacks of allies or troops of one side against each other;

3. Aspects of the economic situation (including the designation of various economic transactions and events, as well as the economic situation in general, commercial activities, etc.)

For example: period of negative economic growth instead of crisis, personnel purges / career alternative enhancement program / downsizing instead of mass layoffs / layoff;

4. Aspects of the social environment (including the designation of social inequality and the gap in the well-being of various social groups of the population, ethnic relations, concepts related to the sphere of crime, as well as some types of professions, etc.)

For example: the poor instead of the poor, economically disadvantaged instead of poor, substandard housing instead of slums;

5. Aspects of human physiology (including designation of age, race, sex, physical or mental disabilities, diseases, sexual orientation, etc.)

For example: differently abled / physically different instead of invalid / cripple / handicapped, differently sized instead of fat, mentally challenged instead of defective.

2.2.1 EUPHEMISMS DESIGNING ASPECTS OF THE INTERNAL DEVICE AND INTERNAL POLICY OF THE STATE

I - English speaking

1) Sectarian violence

“... Sectarian violence in Iraq is at some of its highest levels for years - and there is evidence the country is becoming a battleground for regional players in a wider struggle for supremacy, as the BBC's Nahed Abouzeid reports from Baghdad...” (BBC news: Iraq: A proxy battleground in a regional war, 05/01/14).

The euphemism sectarian violence acts as a substitute for a bloody civil war. The manipulative effect is achieved by avoiding direct nomination due to the generalization of meaning: sectarian violence means tensions between any large groups within one country. Thus, sectarian violence and civil war are essentially synonymous, but the first phrase sounds less threatening and more abstract.

2) Insurgency

"...Shia fighters leave here to fight for Bashar al-Assad in Syria but then Sunni fighters come from elsewhere in the Middle East to join the insurgency against Iraq's Shia government in Anbar province. ” (BBC news: The heroism of everyday life in Baghdad, 03.05.14).

The euphemism insurgency, like the previous example of sectarian violence, acts as a substitute for a bloody civil war. In the most general sense, insurgency means a struggle with the existing regime, in origin it is a borrowing from the French language, where, in turn, it is derived from the Latin root *insurgere* - to rise, to rebel against something. Manipulative potential is realized by avoiding direct nomination through the use of a more specific and less frightening expression than the one that we are essentially talking about - civil war.

3) Electronic surveillance

"...The two top officials at the National Security Agency who have been in charge of the controversial electronic surveillance programmes exposed by Edward Snowden, the renegade NSA contractor, are to step down..." (The Times: Heads roll at US spy agency after Edward Snowden scandal, 18.10.13).

The term electronic surveillance is an established euphemism for the massive espionage and data collection carried out by the US government. The phrase is often used in the media recently in connection with the scandal of exposing this program by Edward Snowden. Manipulative potential is realized through the use of a more abstract nomination, generalization of meaning. Surveillance - close attention, increased surveillance, control.

Also in the text of this example, there is another synonymous nomination - extensive snooping (large-scale investigation), the manipulative potential of which is realized in a similar way. In addition, avoiding the definition of this program as scandalous, which would be fair in connection with the wide coverage of this problem in the media around the world, the authors of the article call it controversial.

4) Extra-judicial execution

"It was impossible to predict that by the end of the year we would have seen the ignominious flight of one tyrant, Zine El Abidine Ben Ali, that a second, Hosni Mubarak, would have been imprisoned and on trial, that a third, Muammar Gaddafi, would have been extra-judicially executed, that a fourth, Yemen's Ali Abdullah Saleh, would have been forced to announce his own departure, and a fifth, Bashar al-Assad, would still be trying to escape his nemesis by sacrificing the lives of thousands of his fellow citizens in a gruesome but increasingly precarious exercise of power." (The Independent: How the West was caught out by the Arab Spring, 26.12.11).

This euphemism acts as a substitute for the designation of murder under the guise of justice, but without trial and investigation, which is considered a violation of

human rights in all civilized countries of the world. Most often, such euphemisms arise in the context of situations in countries of an authoritarian regime, and, as a rule, they seek to justify them by the need to take urgent and radical measures. In this example, the euphemism distracts attention from the taboo denotation, veiling the essence of the phenomenon - murder, by choosing a more officious and less cruel substitute.

II - Russian-speaking

1) Financial violations

Inappropriate use of budget funds

“It is interesting that with a record volume of financial violations for the city last year, not a single administrative case was initiated, not to mention a criminal one ... For the misuse of budget funds last year, officials received a reprimand or reprimand, said deputy Vladimir Plotnikov. (Московский Комсомолец: Черные дыры пермского бюджета, 30.04.14).

In this example, since we are talking about the dishonest performance of their duties on the part of the city authorities, it is required to identify the crimes committed by them of embezzlement of funds / theft at the place of service delicately and allegorically, so as not to cause rejection of the authorities or distrust of them from the mass addressee. due to the manipulative effect of these units in this context.

In this regard, the author of the article calls a financial crime a financial violation, and the theft of money from the budget is the misuse of budget funds. The euphemism financial violation is formed through the generalization of meaning, while the euphemism of misuse of budget funds is well-established, presented in the form of a legal term.

2) Eliminate

Destroy

Special operation

"The leader of the" Khasavyurt "gang was killed during a special operation in Dagestan, four more militants were also eliminated, the National Anti-Terrorism Committee reported on Tuesday" (Russia Today: НАК: В ходе спецоперации в Дагестане нейтрализован главарь "хасавюртовской банды" и четверо боевиков, 25.03.14).

2.2.2 EUPHEMISMS DESIGNATING ASPECTS OF THE FOREIGN POLICY OF THE STATE

I- English version

1.) Enhanced interrogation

"In advance of a report from the Senate Intelligence Committee that will cast a harshly critical eye on the CIA's post-9/11 "enhanced interrogation" program, House Minority Leader Nancy Pelosi sought to absolve the spy agency of some of the blame for using interrogation methods critics have dubbed tortuous..." (CBSNews: Nancy Pelosi blames CIA's enhanced interrogation on Dick Cheney, 06.04.14).

The euphemism enhanced interrogation program is used to refer to torture instead of directly naming torture, and is well-established. Since torture is not permitted by law and is a violation of human rights, calling it a program of intensified interrogation or interrogation with partiality, one can avoid a negative reaction from the public and the world community, which explains the manipulative effect in this situation. The verb to enhance has a positive connotation, and, depending on the context, can be translated into Russian as improving, deepening, expanding. In this regard, the expression enhanced interrogation is not associated in the minds of most native speakers with aggressive interrogation methods.

2) Collateral damage

"Given the wide distribution of potential nuclear sites, far beyond the well-known ones at Isfahan and Natanz, it's almost certain there would be collateral damage." (The Guardian, 02.02.08). Damage is an established military euphemism for civilian casualties. In other words, Collateral damage is the mass murder of innocent people accompanying any military action. As a rule, in a situation requiring such a euphemism, it is impossible to meet a direct nomination, unless it is a revealing article.

Politicians and the media use this euphemism because they seek to avoid mentioning such a taboo topic as murder, as well as to hide behind it serious political crimes and crimes against humanity.

3) Coercive interrogation techniques

Abuse

”Mr Shiner said: "It is plain from the evidence, and in particular from the videos of interrogation sessions, that the UK's interrogators had been trained in Iraq to use coercive interrogation techniques against detainees." (The Independent: Three soldiers face probe over Iraq abuse claims, 09.11.10).

The euphemism detainee is used by the media in some countries to avoid the direct nomination of prisoners. Coercive interrogation techniques are used to refer to torture in lieu of the direct nomination of torture. Also, the word abuse, which is somewhat more innocuous and general in meaning, is used to denote torture. Since torture is not permitted by law and is a violation of human rights, calling it techniques of coercive, intensified interrogation or interrogation with the use of force can avoid a negative reaction from the public and the world community.

4) Air campaign

”The main opposition alliance, the National Coalition, said earlier this week it would not attend a peace conference planned to take place next month in Geneva if the air campaign continued...” (BBC news: Syria conflict: Strike on Aleppo market 'kills 21', 28.12.13).

The completely harmless nomination air campaign is used to refer to bombings. In this formulation, there is no component that in any way refers the recipient to the real results of such campaigns, which explains the manipulative effect in this example. With a similar meaning, the phrase air support is used, which also does not have any meaningful components in its composition, reminiscent of those speaking about a threat to life.

5) Extraordinary rendition

”The full extent of the CIA's extraordinary rendition programme has been laid bare with the publication of a report showing there is evidence that more than a quarter of the world's governments covertly offered support...” (The Guardian: CIA rendition: more than a quarter of countries 'offered covert support', 05.02.13).

In the most general sense, rendition means the transfer or translation of something, in the context of this phrase is synonymous with the expression handing over. Extraordinary means unusual, literally - outside the normal (extra = outside, ordinary = usual).

Thus, none of the components of this phrase contains a connection with what it means in reality (which explains the manipulative potential of this expression), since extraordinary rendition is a euphemism for torture, or, more precisely, the process of transferring suspects in the commission of any crimes from one country (which has stricter laws regarding torture of prisoners) to another country (where these laws are less strict and allow the use of torture and various non-traditional methods of interrogation).

The need for such a euphemism arose when the media began to draw public attention to the problem that the US government is sending suspected ties to terrorist organizations previously held in the country to countries with less stringent legal restrictions on torture during interrogation, and is conducting interrogations on their territories. This euphemism is a clear example of the hypocrisy and ambiguity of the language of politics, as well as a strong argument for the enormous potential of euphemia in manipulating mass consciousness.

6) Friendly fire

"...A teenager believed to have been the first British soldier killed in the First World War may have died in friendly fire, according to new claims..." (ExPress: First British soldier killed in WW1 may have been hit by 'friendly fire', 20.04.14).

fire is a euphemism used to refer to such a situation during hostilities, when one of the fighters is wounded or killed as a result of the actions of their own army or their allies. None of the components of this phrase has connotations that in any way refer to the real essence of the event, which explains its manipulative potential - the essence of the phenomenon is veiled, and associatively changes to neutral due to the positive connotation of the friendly component. However, the euphemism, by its origin, has been established for a long time, and the euphemistic function of this unit is gradually erased, the expression is contaminated and requires a new replacement.

7) Surgical strikes

"...Western nations increasingly regard the deployment of drones to launch surgical strikes on targets as a way of keeping military casualties to a minimum..." (The Independent: UK to take major role in making new 'eurodrones', 17.02.12).

Surgical strike is a euphemism for targeted bombing - military attacks that damage only the intended military target. This euphemism is used to conceal the true essence of the phenomenon - murder and destruction. Strike is a noticeably more general category than bombing. Surgical is an adjective related to the field of medicine (in particular, surgery). Thus, by combining these two components into one word combination, a manipulative effect is realized, and aimed bombing takes on the shade of a useful and significant medical procedure.

8) Armed struggle

"...At the height of the war, I would have argued in defence of the right of people to use armed struggle..." (The Guardian, 24.01.11). Armed struggle is a euphemism for terrorism, which is a crime that violates fundamental human rights and the killing of innocent people. Avoiding direct nomination allows you to realize your manipulative potential.

Russian version

1) Политика двойных стандартов - Double standards policy

”. Here Western leaders cannot get away with a policy of double standards. The physical blockage of water, in general, the basic rights and principles of all international agreements are violated, when in this way they try to influence the opinion of the inhabitants of the republic. " (Вести: Крым готовится к водной независимости, 28.04.14).

A policy of double standards is a policy that requires others to comply with those rules that are not adhered to by the one who imposes them on others (in this passage - "Western leaders").

2) Смена режима - Change of mode

Революция с коричневым оттенком - Revolution with a brown tint

Монополия на применение силы - Monopoly on the use of force

Действия против мирного населения- Actions against civilians

“We are not engaged in changing regimes, organizing color revolutions, especially with a brown tint,” said Sergey Lavrov. “In turn, NATO representatives say now that“ the state has a monopoly on the use of force ”and the actions of the population in Ukraine are permissible. ”

(FirstNews: Цветная революция с коричневым оттенком. События на Украине - геноцид двух народов, 06.05.2014).

2.2.3 EUPHEMISMS INDICATING ASPECTS OF THE ECONOMIC SITUATION

The euphemisms of this group are quite often used by modern media due to the current instability in the field of global economic relations, as well as the impossibility of an even distribution of benefits among all members of society in the existing model of world economic relations.

Among the selected examples, however, there are noticeably fewer of them than the euphemisms of the first two groups. The use of the euphemisms of this group as a manipulation tool is somewhat less typical than the euphemisms of the first two groups. However, they are quite widely used in this role.

I – English version:

1) Redistribution of wealth

"...As Michael Fry puts it himself: "The key to future happiness lies not in the redistribution of wealth - the key to future happiness lies in the creation of wealth..." (BBC news: Scottish independence: Seven other visions of self-rule, 17.01.14)

This euphemism is a more convenient designation for confiscatory taxation, when income, property, any material benefits are transferred from one individual to another through such social mechanisms as taxation, monetary policy, social security and material support, charity, nationalization, etc.

Most often used to refer to the redistribution of wealth from wealthy citizens to less well-off citizens. In this case, the euphemism allows you to hide the true essence of the phenomenon, since it is unreasonable to speak directly about the need to take money from the rich and give it to the poor, this can provoke a

negative reaction in society. Thus, an expression with a more vague semantics "redistribution of goods" is extremely useful and convenient here.

2) Quantitative easing

"...At the same time, quantitative easing makes it less likely for companies to expand without borrowing money. The threat of inflation cripples entrepreneurial activity. " (Daily Progress: Quantitative easing isn't helping the United States, 06.04.14).

"Quantitative easing" acts as a euphemism formed through metaphorization, when using an expression with a more vague semantics, used to refer to pumping up the economy with money (increasing the money supply, currency stimulation). Euphemism is used in view of the fact that this monetary policy is unconventional and involves a lot of risks.

II – Russian version:

1) Малоимущие слои населения- Poor people

"As for the increase in prices for communal services, according to the Minister of Economy," it was planned, and tariffs for communal services will not increase without adequate measures of the state's response to the poor. " (Комсомольская правда: Министр экономики Николай Снопков: "Вовсе не обязательно в Таможенном союзе иметь одинаковые цены на заправках", 01.04.11). Poor people - those with insufficient means of subsistence, bankrupt, poor strata of the population. Instead of a negative prefix, a small root is attached, which contributes to a decrease in the degree of a feature, but only formal.

2.2.4. EUPHEMISMS FOR THE SOCIAL ENVIRONMENT

Euphemisms of this group are often used by modern media because of the need to denote social inequalities, controversial social issues, gaps in social well-being between different groups of the population, problems in inter-ethnic relations. Euphemisms of this group are often used by modern media because of the need to denote social inequalities, controversial social issues, gaps in social well-being between different groups of the population, problems in inter-ethnic relations.

I – English speaking

1) Pro-choice

"...The pro-choice lobby, which has come out fighting since December when the draft law was published, believes the debate is a question of a woman's right to decide. "I was born with rights which people fought for and won, so it's hard for me to think we're going backwards," says Nathalie Manero, 25, from the action group Deciding Makes Us Free..." (*BBC news: Abortion bill finds Spain a changed country, 03.02.14*).-choice .The euphemism used to denote the proponents of abortion, which is essentially an interruption of the life of unborn children in the womb. A euphemism in this case is necessary in connection with the taboo of the term, used to avoid a direct reference to such a controversial and controversial problem. An antonym of this expression is pro-life.

3) Low-income students

...The ESEA waiver program permits these novice (and often underprepared) teachers to teach for three or more years before their effectiveness is ever measured, thereby continuing to subject our highest-need students (including English learners and students with disabilities, in addition to low-income and minority students) to a steady churn of novice, unevaluated teachers..." (*The Washington Post: Coalition to Duncan: Stop backtracking on teacher equity,*

17.12.13). Minority is an established euphemism for people of other nationalities in relation to the majority of citizens of a State. The low-income euphemism is used in the same way as the Russian-speaking poor to denote the poor.

3) Substandard housing

Poor diet healthy life expectancy

"...There is a group that is increasingly caught in poverty, living in substandard housing, with poor diet, few holidays, poor health and low life expectancy. When they grow old they are on a minimal state pension worrying what will happen if they become ill, which if it occurs often means the end of their days in a soulless residential..." (*The Times: Wealthy and feckless, 18.07.09*). The euphemism of substandard housing is widely used in the English-language media to denote slums and ghettos, housing and structures that do not meet the requirements of sanitation and safety. The equivalent of this euphemism in Russian can be considered the unfavourable living conditions. Poor diet - malnutrition, poor health - poor health.

Life expectancy is a euphemism derived from an insurance term for life expectancy. In this context it is used instead of what can shock the reader: with poor diet - they don't eat enough (or they starve), with poor health - they're ill, with low life expectancy - they die young.

4) Vulnerable adults

"...He's one of 4,000 or so children, young people and vulnerable adults who will come to a stadium in London on the 25th for a party organised by Kids Company..." (*The Sunday Times: I'll be feeding 11,500 kids this Christmas, 22.12.13*). Vulnerable adults are used to refer to, generally homeless or mentally or physically disabled.

2.2.5 EUPHEMISMS FOR HUMAN PHYSIOLOGY

The manipulative potential of the euphemisms of this group as a whole seems to be rather low, as their predominant use in this area is more a matter of courtesy and political correctness, as well as a desire not to offend the feelings of those to whom they affect. However, because of the logic of the study, we give some examples.

I. English version

1) Senior citizens

"...Given that our senior citizens are doing so splendidly, is it not time to reconsider the winter fuel allowance and the bus pass, and the free television licence for over-75s, or at least to apply a means test?." (*The Independent: So the retired are living the life of Riley? Take a look at the true figures, 13.12.13*). The use of this euphemism is dictated by the requirements of political correctness, since it is impossible to apply in such a context the direct nomination of old or elderly people.

2) Differently abled

"...When I directed Tommy in 1975, I was one of the first directors to use differently abled actors, with a variety of wheelchairs and surgical appliances, to portray acolytes coming to worship in the Church of Marilyn Monroe..." (*The Times: We're all able in our own ways, so vive la difference, 27.01.09*). **Abled** is used as an alternative to disabled, handicapped, etc. on the grounds that it carries a much more positive assessment and avoids discrimination against people with disabilities (Russian euphemism for the disabled, the disabled).

3) Adverse event

"...This risk of adverse events rises rapidly when the RN looks after more than four or five patients per day shift. A 1: 8 ratio represents the "danger level" where staffing becomes unsafe..." (*The Times: Truth about death rates in English hospitals, 14.09.13*) Adverse is unfavourable, negative. The term adverse event, an undesirable event, is most often used as a euphemism to denote death by medical intervention. In the Russian language, in such cases, the phrase used is medical terminology - fatal.

CHAPTER 2 CONCLUSIONS

In this chapter, examples of euphemisms from various media were considered and analyzed both from the point of view of the levels of language at which euphemization takes place, and from the point of view of linguistic means and methods of its implementation. The study of themes and spheres of euphemization made it possible to identify areas of public life in which euphemisms are used most often as a tool for manipulating the consciousness of a mass addressee. The analysis of the selected examples from the point of view of the method of euphemism formation and the linguistic means with the help of which the manipulative potential of the euphemistic unit is realized, also made it possible to identify the most frequent and most effective among them. Euphemization as a speech strategy can be realized at the graphic, phonetic, morphological, syntactic and lexico-semantic levels of the language. Graphic and phonetic euphemisms are quite rare in the media, and specifically in the news media they are practically not represented, since in general they are used mainly in the transmission of direct speech to denote obscene expressions and swearing.

At the morphological level, the most effective way of euphemization is an abbreviation, indicating in the least direct way a denotation that is taboo or undesirable in the context of a speech situation. The manipulative function with this method of euphemism formation is also realized in the most efficient way, in comparison with other methods of this group (meiosis and negative prefixation).

Both in Russian and in English, of the methods of euphemization of the lexical-semantic level, metaphorization and metonymization are most often used. The use of terminology and borrowings from other languages is also quite frequent and effective. The method of polarizing values is used less often than other methods of this level, but it is not much inferior in efficiency. Euphemization at the syntactic level presupposes a change in the syntactic structure of an utterance in order to build a euphemistic structure, which increases the manipulative potential of syntactic euphemisms - it is difficult for a mass addressee to distinguish a

euphemistic structure in the information stream, to identify the denotation hidden behind it, restoring the original syntactic structure.

CONCLUSION

Euphemia is a complex universal communicative phenomenon, a multidimensional linguistic phenomenon that plays an important role in the history of the development of society and has its own cultural, social, historical, psychological and linguistic specificity, the study and analysis of which were the main objectives of this study.

In this monography, the mechanisms of the manipulative influence of euphemisms functioning in the language of the media were identified. At the same time, the linguistic specificity of euphemisms, socio-cultural prerequisites and pragmatic attitudes of euphemization were determined, the main features and functions of the language of the media, as well as the main methods of manipulation, were identified.

As the main intermediaries in the dissemination of knowledge, the mass media (channels of information dissemination, the technical means used in this process, people and organizations involved in this process) have firmly entered the life of society, and today they not only describe the current state of the world and society, but also actively influence it. Their main pragmatic task in this case is the implementation of a manipulative influence on public consciousness and the formation of a certain picture of the world in the mass addressee.

Due to such distinctive characteristics as the mass dissemination of information, publicity, one-pointedness of influence, the media are ideal for manipulating a person.

As a universal speech strategy, euphemization is a way to implement manipulation at the linguistic level and, in connection with this function, is a purposeful transformation of information in accordance with specific goals set - the introduction into the addressee's psyche of attitudes, desires or attitudes that do not coincide with those initially available.

In general, as a linguistic phenomenon, a euphemism is the replacement of any unwanted (rude or illegal) word or expression with a more correct one, the purpose of which is to avoid directly naming what can cause negative feelings in communication participants, as well as masking certain facts of reality.

Euphemization is not a purely lexical phenomenon, but a universal speech strategy, a stylistic device that can be implemented at the graphic, phonetic, morphological, syntactic and lexical-semantic levels of the language.

The analysis of euphemisms from the point of view of the methods of their formation made it possible to consider them in all their diversity, to determine the most effective ways of euphemization in the language of the media, and to draw the following conclusions. Graphic and phonetic euphemisms are quite rare in the media, and they are practically not represented in the news media.

At the morphological level, the most effective way to euphemize is abbreviation. Among the methods of euphemization of the lexical-semantic level, metaphorization and metonymization are most often used, and the use of terminology and borrowings from other languages is quite frequent and effective. Euphemization at the syntactic level involves changing the syntactic structure of an utterance in order to build a euphemistic construction, which increases the manipulative potential of syntactic euphemisms.

The analysis of euphemisms from the point of view of thematic allowed us to determine the main and most frequent topics and spheres of euphemization in the language of the media and draw certain conclusions. Euphemisms denoting aspects of domestic and foreign policy make up the bulk of all selected euphemisms, while for the Russian-language media, euphemisms related to the sphere of domestic policy and the internal structure of the state are more frequent, while for the English-language media (it is likely that due to controversial US policy in the international arena) are more characteristic of euphemisms related to the sphere of

foreign policy of the state, which includes designations of various military actions, etc.

Euphemisms denoting aspects of the economic situation and the social environment as a whole make up a significant part of the euphemistic vocabulary of both Russian and English. However, among the selected examples, there are noticeably fewer of them than the euphemisms of the first two groups.

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APPENDIX

APPENDIX I

Glossary of euphemisms selected from the English-language media	
Эвфемизм	Обозначаемое им понятие
Abuse	Torture
Administrative leave	Suspension from duty (for malpractice)
Adverse event	Death
Air campaign	Bombing
Air support	Air attack
Armed struggle	War
Blue on blue	Fratricide
Clean-up operation	Genocide, Mass killing
Coercive interrogation	Torture
Collateral damage	Civilian casualties, Civilians killed by the action
Correctional facility	Prison
Coup d'etat	Government overthrow
Decapitate the regime	To kill the head of state
Detainees	Prisoner
Differently abled	Disabled, Handicapped
Disimprove	Deteriorate, Get worse

Electronic surveillance	Mass spying
Enhanced interrogation	Torture
Ethnic cleansing	Genocide, Mass killing
Extra-judicial execution	Homicide
Extraordinary rendition	Sending suspects to countries that practice torture for interrogation
Feel unwell	Be ill
For disciplinary reasons	For malpractice
Friendly fire	Fratricide
Government mismanagement	Bad management of the government
HIPC countries	Heavily Indebted Poor Countries
Humanitarian intervention	Military invasion, War
Insurgency	Civil War
Lame-duck president	The president at the end of his office, having bad polls
Loose cannon	Unpredictable, dangerous person
Low life expectancy	Dying in the early age
Low-income students	Students from poor families
Minority students	Students of a different colour or religion
Poor diet	Starvation
Poor health	Ill health
Pro-choice	Supporting abortions
Protective custody	Imprisonment without charge or trial

Quantitative easing	Pumping more money into economy
Redistribution of wealth	Transfer of wealth from the rich to the poor
Regime change	Government overthrow
Sectarian violence	Civilian war
Secure facility	Prison
Senior citizens	Pensioners, Old people
Substandard housing	Slums
Surgical strikes	Precision bombings
Terminological inexactitude	Lie
Undocumented workers	Illegal alien
WMD	Weapon of Mass Destruction
Vulnerable adults	Poor or inadequate adult people

APPENDIX 2

Glossary of euphemisms selected from Russian-language media	
Эвфемизм	Обозначаемое им понятие
Авторитет	Преступник, глава преступной группировки
Анахронизм	Нечто безнадежно устарелое
Афронт	Обида
Вводить в заблуждение	Лгать
Весьма проблематично	Очень сложно
Военная операция	Война
Вывести за штат	Уволить
Высвобождаемые в ходе оптимизации штатные единицы	Уволенные работники, Люди, попавшие под сокращение
Гипертрофированное применение силы	Излишнее применение оружие, Стремление к конфликту
Горячие точки	Места ведения войн
Граждане, ведущие асоциальный образ жизни	Пьяницы, бомжи, павшие люди
Деиндустриализованная и полуаграрная страна	Бедная, разорённая страна
Действия против мирного населения	Ведение войны против населения собственной страны
Дестабилизация международных отношений	Ухудшение, обострение международных отношений

Дестабилизация ситуации	Ухудшение ситуации
Дезэскалация положения	Смягчение, урегулирование конфликта
Досрочное прекращение полномочий	Отставка
Жёстко ограничивать	Запрещать
Закрывать глаза на истинные причины	Потворствовать, Пренебрегать, Намеренно не обращать внимание
Замалчивать	Потворствовать, Скрывать
Замести под ковер	Скрывать, Замалчивать
Зарплата в конвертах	Незаконная, Неофициальная зарплата
Искажение фактов	Ложь
Коллаборационизм	Предательство
"Легализация наследия Шухевича и Бандеры"	Легализация, Узаконение фашизма
Ликвидировать	Убить
Люди без определённого места жительства	Бродяги, Бездомные
Люди зрелого возраста	Пенсионеры, Старики
Малоимущие слои населения	Бедные люди
Места не столь отдалённые	Тюрьма, Места лишения свободы
Монополия на применение силы	Исключительное право на использование оружия
Не вполне законные действия	Незаконные действия
Не слишком беспокоит	Совершенно не беспокоит
Небеспристрастно	Предвзято, Необъективно

Небесспорные	Спорные
Негласные консультации	Тайные совещания
Недобросовестный подрядчик	Бесчестный, Халатный застройщик
Ненадлежащий контроль	Отсутствие контроля
Неподобающее поведение	Агрессивное, Неконтролируемое поведение
Непопулярные меры	Осуждаемые обществом реформы
Несанкционированные услуги	Незаконно оказываемые услуги
Неуставные отношения	Дедовщина
Нецелевое использование бюджетных средств	Хищение, Присвоение денег из бюджета
"Новый украинский патриотизм"	Национализм
Обслуживание чужих национальных интересов	Ведение войн за плату от других государств, Предательство
Ограниченный ресурсный потенциал	Недостаток ресурсов
Операция по физическому устранению	Убийство
Освободить от занимаемой должности	Уволить
Подавлять силой	Убивать
Пойти ...	(Грубое ругательство)
Политика двойных стандартов	Несправедливая, Лживая политика
Преступления против половой неприкосновенности детей	Изнасилования
Применить силу	Убить, Использовать оружие
Проглотить горькую пилюлю	Смириться

Психически нездоровый	Психически больной, Сумасшедший
Расшатывать безопасность	Угрожать безопасности
Революция с коричневым оттенком	Революция с фашистским уклоном
Смена режима	Государственный переворот
Сократить	Уволить
Специфические оценки	Несправедливые оценки
Спецоперация	Война
Страна "третьего мира"	Бедная, Экономически отсталая страна
Теневой рынок	Неофициальный рынок
Уничтожить	Убить
Финансовые нарушения	Финансовые преступления