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# Sociolinguistic Aspects Of Euphemism Application In English And Uzbek

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Abstract: Euphemisms are an essential linguistic phenomenon that regulate communicative relations not only in literary discourse but also in everyday interactions. They help maintain politeness, avoid conflict, and reflect cultural norms within society. This research analyzes euphemisms in Uzbek and English languages, focusing on their socio-cultural, pragmatic, and linguacultural features. The study highlights how euphemisms serve as indicators of social change, cultural identity, and linguistic evolution. Drawing upon works of both Uzbek and international scholars, the research explores euphemisms from sociolinguistic, psycholinguistic, cognitive, and gender perspectives. Comparative analysis shows that English euphemisms often emphasize neutrality and legal or social conventions, while Uzbek euphemisms are deeply influenced by cultural traditions, religion, and values of social harmony. Various stylistic methods of euphemism formation such as metaphor, metonymy, idioms, allusion, irony, and paraphrase are also examined. The findings demonstrate that euphemisms function not only as linguistic substitutes for sensitive or taboo expressions but also as powerful cultural tools for softening communication and preserving dignity in intercultural contexts.

**Key Words:** Euphemism, sociolinguistics, pragmatics, taboo, politeness strategies, linguacultural comparison, metaphor, intercultural communication.

#### Introduction

Euphemisms are a unique linguistic expression that regulates communicative relations not only in the literary language, but also in everyday life, and ensures that communication between people takes place based on cultural norms. Euphemisms differ from other linguistic phenomena in their abstraction. They show that there are unique ways to generalize the languages of different peoples, to solve difficult and subtle aspects of topics specific to each culture. This determines the relevance of studying these linguistic units in today's linguistics.

The analysis of euphemisms in the Uzbek and English languages reveals the laws of the general picture of intercultural communication and language strategies. Euphemisms are not only a linguistic tool, but also an indicator of socio-cultural changes that reflect the dynamics of linguistic evolution and cultural identity. Therefore, a number of scientific studies have been created in world and Uzbek linguistics on the analysis of euphemisms and their linguistic features.

#### Methodology and materials

In modern linguistics, euphemisms are being studied in detail in such areas as sociolinguistics, pragmatics, psycholinguistics, cognitive linguistics, and gender linguistics.

The linguistic nature of euphemisms has been studied in the studies of L. Krisin[16], Y. Senichkina, A. Katsev, and others, and the functional properties of euphemisms have been studied in the works of V. Moskvin[18], O. Obvintseva, Y. Kiprskaya, and Sh. Qalandarov. A. Kudryashova[17], I. Pavlova, A. Omonturdiev, N. Ismatullayev, Kh. Kadirova, S. Turdimurodov, and S. Ibragimov have published a number of scientific works devoted to the linguocultural characteristics and formation methods of euphemisms.

In the field of new directions such as sociolinguistics and cultural studies, A. Tojiboyeva[25], Y. Raycheva, G. Mukhamedyanova, G. Zavarzina, G. A. Vildanova studied euphemisms from a sociocultural and political perspective. Meanwhile, in linguistics, X. B. Kadirova[15], Z. T. Kholmanova, D. Rustamovas also expressed their views on this linguistic phenomenon, and Sh. Q. Shamsieva studies euphemisms in Chinese and Uzbek from a linguocultural perspective. In addition, N. Gaybullayeva[3] studied medical euphemisms based on materials from periodicals, while Sh. Gulomava[4] paid attention to the gender characteristics of euphemisms. Nevertheless, the interpretation of euphemisms as a socio-political textual phenomenon of linguistics is among the issues awaiting its solution.

The dictionary of American scientists J. Bilan Newman and K. Silver "Pleasant Words: Euphemisms also contains an extensive analysis of the linguistic features of English euphemisms. In this dictionary, euphemisms are systematized according to various classifications and the etymology of each term is described in detail. Scientists have covered the methods of using euphemisms in their studies from various aspects, and this publication serves as a scientific basis for research in this area today.

The phenomenon of euphemism in linguistics was widely studied at the beginning of the 20th century. During this period, the observations and scientific ideas of J. Vandries and L. Bulakhovsky about the nature of euphemisms became the scientific basis for the formation of modern descriptions of this linguistic phenomenon. Euphemisms are a kind of linguistic expression that regulates communicative relations not only in the literary language, but also in everyday life and ensures that communication between people takes place based on cultural norms. Euphemisms differ from other linguistic phenomena in their abstraction. They show that there are unique ways to generalize the languages of different peoples, to solve difficult and delicate aspects of topics specific to each culture. This determines the relevance of studying these language units in today's linguistics. The analysis of euphemisms in the Uzbek and English languages reveals the laws of intercultural communication and the general picture of language strategies. Euphemisms are not only a linguistic tool, but also an indicator of sociocultural changes that reflect the dynamics of linguistic evolution and cultural identity. Therefore, a number of scientific studies have been done in the world and Uzbek linguistics on the analysis of euphemisms and their linguistic features.

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A number of linguists also expressed their views on euphemism in their research works. For example, H. Shamsiddinov expressed his views on euphemistic functional-semantic synonyms of words[21], while A. Mamatov paid special attention to the euphemistic and dysphemic construction of phraseologisms in his doctoral dissertation. Also, in some works related to the artistic language, attention was paid to the euphemistic semantic properties of words. Z. Kholmanova, a scholar who has specially studied the lexicon of the "Baburnoma", expresses some thoughts about the euphemisms used in it, saying, "euphemistic expressions give a reasonable idea of the semantic composition of the lexicon of the old Uzbek literary language, its emotional-expressive features, the author's linguistic skill, and the method of artistic depiction. The work analyzes the euphemistic units of the concept of "to die" and describes its forms used for certain semantic-stylistic purposes."

Based on Linfoot Ham's opinion, it can be said that "euphemisms and euphemistic expressions are constantly and often unconsciously created in order to ensure the smooth development of communication and prevent the emergence of conflicts."

It is worth noting that euphemisms are indeed so deeply rooted in our language that we sometimes use them unconsciously, without realizing it. B. Warren defines euphemism as "a phenomenon that can be seen as an escape from something offensive, indecent, or otherwise unpleasant to listeners or readers." This idea can be considered to have been proven in practice. Because the things that are euphemized are actually forbidden things, and they are realized in speech in a new, more appropriate guise.

Euphemism is interpreted in Van Dake's studies as "... not only a widespread strategy in human language, but also a cultural phenomenon..." and as a phenomenon that "has a significant impact on people's everyday communication, and can make serious topics seem more pleasant and gentle, while adhering to social conventions."

Based on the above considerations, euphemisms are expressions that can offend the recipient or allow him to hide something unpleasant, or are used to avoid embarrassing the speaker, or are less offensive. When using euphemisms, there is the possibility of changing the description of something or someone in order to avoid revealing mysterious, sacred or secret names to unknown people, or to hide from the listeners who or what the subject of the conversation is. Expressions serve as a sentence or combination that means a word or phrase chosen to mask or soften the true meaning of the thing expressed. Euphemism can be used to reveal the causes of prejudice, due to religious or cultural prohibitions, or for political reasons. For writers in the creation of fantasy genres, euphemisms can be a tool that helps to reveal character in dialogues.

Fromkin and Rodman define euphemism as "a word or phrase that replaces a taboo word or serves to avoid frightening, unpleasant topics."

The "Oxford Companion" defines it as a word or phrase used to replace a rude, religiously offensive euphemism with another in a very simple, that is, polite way.

In recent years, in Uzbek linguistics, Kh.B. Kadirova has created her dissertation on the topic of euphemism entitled "Abdulla Qodiriy's Mastery of Using Euphemism and Dysphemism", a methodological manual entitled "Euphemism and Dysphemism in the Uzbek Language" and a number of scientific articles. In her research, the scientist focused on the role of euphemisms in the Uzbek language, the methods of their use in communication, and analyzed a number of euphemisms used in works.

#### Results and discussions

#### The sociolinguistic significance of the use of euphemisms:

- 1. They are used as a cultural mirror of society. Euphemisms show what topics are considered taboo in society and how to treat them.
- 2. They are seen in reflecting the development of society. As society changes, euphemisms are also updated. For example, in environmental issues, the phrase "carbon footprint" appeared to more gently express damage to the environment.

Euphemisms are an important object for a deeper understanding of the relationship between language and society in sociolinguistics. They serve as the main source in the study of social classes, culture and moral norms.

When analyzing euphemisms in texts taken from Qalampir.uz, kun.uz and BBC from a linguo-cultural perspective and determining their functions, it is important to pay attention to the expressions and phrases used in the text that soften diplomatic and social relations. For example:

1. Jolie filed for divorce in 2016, citing "irreconcilable differences". It later emerged during separate court proceedings that she had accused Pitt of being abusive to her and two of their children on a private jet that year[30].

The euphemism irreconcilable differences is used to soften the impact of a relationship that is contentious and conflictual, and it clearly expresses the goal of avoiding a powerfully damaging narrative.

2. Angelina Jolie and Brad Pitt have reached a divorce settlement following an eight-year legal battle, according to her lawyer. The pair, who married in 2014 and have six children, were among the most high-profile couples in the entertainment industry and were dubbed 'Brangelina' by the press.[30]

"High-profile couple" and "Brangelina" are euphemisms used by the media to describe their celebrity status and their relationship. The focus is on their fame rather than on their personal conflicts, and the situation is presented in a positive light. These euphemisms help to preserve the image of a celebrity couple who are loved by the nation, regardless of their personal problems.

In this text, separation agreement is a euphemism used to describe the end of a long and contentious financial and custody negotiation. This euphemism neutralizes the conflicts, disputes, and disagreements of the divorce process and emphasizes its amicable resolution.

Euphemisms for divorce and lawsuits in English often emphasize neutrality and ambiguity. In English, euphemisms such as irreconcilable differences and separation agreement are more commonly used in legal and social contexts. They are neutral, formal, and general, and serve to soften the emotional impact.

In Uzbek, the following expressions can be used in similar situations: hayrli ajrim (amicable separation), kelishilgan ajrim to emphasize a peaceful resolution. Euphemisms for separation require maintaining cultural norms, striking a balance between formality and sensitivity.

Separationagreement suggests a mutually agreed-upon process and a peaceful resolution of the problem, rather than an adversarial process, which implies interpersonal cooperation. Agreement implies consensus between coupleand softens the negative attitudes associated with separation. This reflects the cultural traditions of maintaining social harmony and avoiding conflicts. It is worth noting that while English euphemisms emphasize neutrality and reality, Uzbek euphemisms take into account cultural values and linguacultural aspects:

1. The regulation establishes the procedure for attaching active seniors to poor families and involving them in the formation of a healthy lifestyle and socio-spiritual environment in the neighborhood, as well as for purchasing educational equipment and weapons, sportswear for children from low-income families, and covering expenses related to the participation of senior citizens in sports events.

The euphemism Healthy Lifestyle and Social-Spiritual Environment expressed in this text in the Uzbek language is a gentle expression of measures aimed at improving the mental and physical condition of people. In English, Healthy Lifestyle is also a widely used term and is equated with cultural expressions such as Socio-Spiritual Environment and well-being. The euphemism low-income families used in the Uzbek language gives a softening meaning to the socially disadvantaged stratum. The word low-income is a less offensive and more humane expression than the words poor or helpless. Terms such as Low-Income Families or Economically Disadvantaged are also used in this sense. These euphemisms in English are aimed at softening emotions and ensuring social respect.

- 2. Faol nuroniylar biriktirilgan oilalar bilan ishlashda "mahalla yettiligi" bilan oʻzaro hamkorlik qiladi.[28]
- 2. Active seniors work with the "committee" in working with attached families.

The expression "active seniors" in this sentence refers not only to the elderly, but also to enlightened individuals who are socially active. It has a softer and more positive meaning than the words elderly orretirees. In this, special emphasis is placed on enlightenment, experience, and respect. The expression Active seniorsused in English culture is also softer and more positive than terms such as "retirees" or elders, and it also emphasizes social activity. The linguistic unit "neighborhoodcommittee" is a euphemism expressing a system of cooperation between local authorities, civil society and enlightened people. This term has a softer and more humane meaning than expressions of official authorities or supervisory bodies. The word "seven" in the euphemism "neighborhood seven" has a specific symbolic meaning in Uzbek culture. Terms such as "Community council" or "Neighborhood Committee" in English do not clearly express symbolism.

- 3. "Nuroniy" jamgʻarmasi va tanlab olingan faol nuroniylar oʻrtasida faol nuroniylarni ragʻbatlantirish maqsadida fuqarolik-huquqiy tusdagi shartnomalar rasmiylashtiriladi. Tanlab olingan faol nuroniylar ularga yuklangan vazifalarni bajarishlari uchun "Nuroniy" jamgʻarmasi tomonidan mehnatga haq toʻlashning eng kam miqdori 50 foizi darajasida ragʻbatlantiruvchi toʻlovlar ularning roziligiga koʻra bank plastik kartalariga toʻlab beriladi"[28].
- 3.Civil-law agreements are formalized between the "Nuroniy" Foundation and selected active enlightened people in order to encourage active old people. "Incentive payments of at least 50 percent of the minimum wage will be paid to the selected active Nuroniys by the Nuroniy Foundation to their bank plastic cards, subject to their consent, in order for them to fulfill the tasks assigned to them."[28] The linguistic unit incentive payments in this context is a soft and motivational term for material assistance. It is a softener in comparison with direct terms such as bonus money or salary, and while emphasizing social support, it also indicates the formation of a speech culture. The euphemism incentive payments in the Uzbek language is used to express financial assistance or material reward in a soft form. This expression is considered diplomatic in comparison with the linguistic unit aid money. In English, the expression Incentive Payments is also used in the same sense, that is, to express financial assistance in a softer way. These euphemisms are used to soften social relations in society, to ensure sensitivity and respect when working with needy groups. They serve to have a

positive impact on people, maintain a diplomatic approach in relationships, and strengthen social cohesion.

4. Terms such as humanitarian efforts (humanitarian action) are expressed in connection with the values of charity and kindness of Islam. It is known that religion has a significant influence on language. Therefore, it encourages the use of euphemisms that are consistent with the moral principles of kindness and respect.

In English-language culture, expressions such as humanitarian efforts are secular and universal in nature, reflecting less of the influence of religion in public speech. Although religious values can affect people, public language in English-speaking nations tends to maintain a neutral, secular tone.

Through euphemisms, units are used that express a generalized meaning, avoiding something directly negative. In Uzbek culture, the phrase Living conditions were studied this expressionis used to avoid openly mentioning and denigrating poor living conditions in order to maintain social harmony and dignity.

In English-speaking countries, euphemisms such as Economic hardship or Low-income households serve the same purpose, but are often more descriptive than their Uzbek equivalents.

Circumcision wedding (sunnat tuyi) is an ancient Uzbek custom that is obligatory in Islam. Circumcision, is the ceremony of cutting off the foreskin of a boy's penis at a certain age. This ceremony is performed for boys at the ages of 3, 5, 7, 9, and rarely at 11-12. The conduct of a circumcision wedding is monitored by the public (5.10.24). This custom is a characteristic of Uzbek culture and traditions, and there are no such customs and euphemisms in English[29].

Regarding the origin of the expression Achilles heel, it should be said that according to Greek mythology, Achilles had no other weak spot than his heel. This expression is used as a euphemism in political, social or other texts in English, meaning the weak point or easily damaged point of something strong or successful. It is used to express internal problems or wrong strategies. Such an expression is not used in Uzbek culture.

The expression Pandora's box is also used in socio-political texts to warn of fear, serious danger, or dire consequences. It serves as a strong euphemism to describe the complexity of the situation and its possible consequences. Such a euphemism is not used in the Uzbek language.

It is known from the analysis that euphemisms in Uzbek culture emphasize respect and harmony, based on Islamic religion and national values. Compared with the culture of English-speaking peoples, Uzbek euphemisms often prioritize dignity and social cohesion over individuality. Therefore, euphemisms are not only a complex linguistic phenomenon, but also a comprehensive phenomenon that depends on sociolinguistic and psycholinguistic factors.

Table 1.Linguistic and cultural comparison of some euphemisms

Oʻzbek tilida	Disfemizm	Ingliz tilida
Umr yoʻldosh,hamroh, ikkinchi	Er va xotin	Spouse, the other half,
yarmiboʻlmoq,yostiqdosh,turmush oʻrtoq,	Husband and wife	soulmate, partner
dadasi,hayot yoʻldoshi, jufti halol, koʻz		
ochibkoʻrgan,tanmahramboʻlmoq, xoʻjayin,		
xoʻja, toʻra,begim, xasmi boʻlmoq, mahram,		
rafiqam, oilam,bolalarimning onasi, zavjam,		
ahliyam, bekam, halolim, sohibam, ojizam		
Ogʻir oyoq,yukli, boshi	Ikkiqat	Expecting, blessed
qorongʻuboʻlmoq,boʻyida bor, homilador,	Pregnant	with a child, add to the
gumonasi bor,koʻksi ostida vujud bor		family, bring forth life
Koʻzi yorimoq, boʻshab olmoq, bolali	Tugʻmoq	Deliver a baby, have a
boʻlmoq, qutulib olmoq, yengillashib olmoq,	To give a birth	baby, become a
chaqaloqli boʻlmoq, farzandli boʻlmoq, yangi		mother, bring a baby
mehmonli boʻlmoq, vujudga kelmoq, jon ato		into the world
etmoq, qizli boʻlmoq, ogʻilli boʻlmoq,		
koʻpayishmoq, vujudga keltirmoq, dunyoga		
keltirmoq		

WWW.DIABETICSTUDIES.ORG 197

Moʻysafid, oqsoqol, nuroniy, yoshi ulugʻ	Qari	advanced in a year
boʻlmoq, koʻp koʻylak yirtgan, sochlari	Old	golden years, senior
qordek oq		citizen. well- seasoned
Rihlat qilmoq, yaratganni huzuriga ketmoq,	O'lim (diniy)	to go to paradize
foniy dunyoni tark etmoq, omonatini		to meet the creator to
topshirmoq, bandalikni bajo keltirmoq, ruhi		meet the maker
tanini tark etmoq, oxirat safariga joʻnamoq,		joined the the great
joni halqumiga kelmoq, narigi dunyoga		majority
ravona boʻlmoq, rahmatli boʻlmoq, omonatni		called to eternal life
topshirmoq, oxiratga yoʻl olmoq,qovun		became an angel
poylagani ketmoq.		
Gazanda, eshak	chayon	-
	scorpion	

From the analysis of the examples in the table, it is clear that the Uzbek nation is more sensitive, attentive, and follows the norms of etiquette typical of the East when it comes to words such as "husband and wife", "pregnant", "to give birth", "to die", "to grow old" and related phenomena than the English nation. Through these examples, we can clearly see that the Uzbek language and culture are unique and inimitable.

#### Stylistic methods that serve as the basis for the formation of euphemisms

Euphemistic meaning transfer is manifested in the following forms:

- 1. By metaphorical means:
- 1. My friend's life is a three ring circus Mening do'stimning khayoti alg'ov-dalg'ov.
- 2. Ann is in a dead end street Anna boshi berk koʻchaga kirib qoldi .
- 3. My boss wears her heart on her sleeve Mening boshlig'imni jahli tez.

In the first sentence, a three ring circus — a three-tiered theater is difficult to understand because different types of performances take place at the same time in such circuses, and this expression means chaos, many problems; in the second sentence, a dead end street — indicates that there is a difficult problem to solve; in the third sentence, her heart on her sleeve — are euphemistic means of the concepts of angry nose, angry fast formed in a metaphorical way.

- 2. Metonymically:
- 1. You can't fight the power of the crown Chinorga qarshi shamol esmaydi.
- 2. Can you give me a hand Menga yordam beraolasizmi?
- 3. That happens all the time on Wall Street Wall Streetga xos holat.

In the first sentence, can't fight the power of the crown – you can't fight the power of the crown, crown (toj) – government; in the second sentence, a hand, hand – to help; in the third sentence, Wall Street – are a euphemistic means of the concept of a place where financial affairs are carried out, formed by metonymy.

- 3. Idiomatically:
- 1. Stop beating a dead horse bekorchi narsani muhokama qilishni bas qiling.
- 2. We have bitten off more we can chew –Sichqon sig'mas iniga g'alvir bog'lar dumiga.
- 3. That train has left the station Poyezd o'tib ketdi

In the first sentence, – to beat a dead horse is to discuss something that is no longer important or has passed; in the second sentence, bitten off more we can chew –we have taken on a burden that we cannot bear, a task that we cannot do; in the third sentence, That train has left the station –to return to a topic that is no longer significant, formed by means of an idiomatic expression.

- 4. By the method of allusion:
- 1. That is my Achilles Heel Bu mening zaif joyim.
- 2. Pandora's box Pandora qutisi
- 3. He is my Romeo –U mening sevgilim.

In the first sentence, Achilles' heel is the only weak point of Achilles, according to Greek mythology; in the second sentence, Pandora's box is also a Greek myth, after the box was opened, various problems and troubles fell upon the earth; in the third sentence, Romeo is a man in love, a man who is madly in love, and the concepts are euphemistic devices formed by the method of allusion.

By the method of synecdoche:

- 1. Hard on the nail –Tirnoqqa zor.
- 2. Those in uniform –Formadagilar.
- 3. Those in a tie –Galstuklilar.

The concepts hard on the nail – hard on the child (childless), those in uniform – military in the second sentence, and those in a tie – office or state workers in the third sentence are euphemistic means formed by the method of synecdoche.

- 6. By the method of irony:
- 1. She likes to get presents (bribery)
- 2. Taking the scenic route A little detour
- 3. A minor inconvenience

The concepts of presents in the first sentence – a gift (bribe); scenic route in the second sentence – a little detour (getting lost); minor inconvenience in the third sentence are euphemistic means formed by the method of irony.

By the method of phraseology:

- 1. To teach someone a lesson Dars berib qo'ymoq.
- 2. Rocky road Xayot oʻnqʻir choʻnqirlari.
- 3. Tied down Ipsiz boylamoq.

The concepts teach a lesson in the first sentence —to punish; Rocky road in the second sentence — the pits of life; tied down — Ipsiz boylamoqin the third sentence are euphemistic means formed by the method of phraseology.

- 8. By the method of paraphrase:
- 1. To be sick and get medical treatment improving health condition
- 2. He is sick and is being treated to improve health.
- 3. To grow old to grow old.

These concepts are euphemistic means formed by the method of paraphrase.

#### Conclusion

In linguistics, taboos and euphemisms have their own characteristics, which play a key role in ensuring positive communication between people. Euphemisms, as an integral part of the language system, mask the undesirable aspects of the expressed thought. Most euphemisms perform functions such as reducing the emotional load and softening the meaning of sentences.

Euphemisms related to Uzbek and English culture reflect the specific cultural characteristics of these peoples. A scientific approach to the general and specific aspects of euphemism structures includes the principles of formation and classification of Uzbek and English euphemisms. This methodological approach determines the factors of the emergence of communicative relations within two different cultural systems. Euphemisms are important because they specialize in finding and replacing socially acceptable words for words that are difficult to accept and cause problems.

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