

**EUPHEMISM AND DYSPEMISM IN THE LINGUISTIC REPRESENTATION OF AGE: CULTURAL AND SOCIAL DIMENSIONS****Azimova Sevara Abdulla kizi**

Teacher of Andijan State Institute of foreign languages;

**Dr Shivam Bhartiya**

Assistant professor at Hamvati Nandan Bahuguna Garhwal University (Jain deemed-to-be University).

**Abstract:** In this article, the linguistic phenomena of dysphemism and euphemism are examined in relation to the idea of age. Dysphemisms highlight or intensify negative connotations, whereas euphemisms minimize or lessen the possible pain connected to age-related terms. Both language methods are highlighted in the study along with their social and cultural contexts. Through an examination of euphemistic and dysphemistic terms in various cultural contexts, the study demonstrates how these linguistic devices mirror society perspectives on aging. Their role in promoting or opposing age-related preconceptions is also examined in the study.

**Keywords:** euphemism, dysphemism, age, linguistic strategies, aging, societal attitudes, cultural perspectives, stereotypes

It is appropriate to recall the definition of the term euphemism: Euphemism (from the Greek εὐφημία — “pleasant speech”: εὖ meaning “good” + φήμη meaning “speech”) refers to words or phrases that emerge as synonyms for expressions perceived as inappropriate, unpleasant, or harsh by the speaker. Euphemisms are used to avoid naming negative realities directly, soften their impact, and reduce or obscure the offensive, disrespectful, or socially unacceptable nature of certain phenomena or situations. Euphemisms also help to deliver unpleasant news in a gentler, less intrusive manner.

In Uzbek linguistics, one of the earliest scholarly studies of euphemisms was carried out by Ne'mat Ismatullayev in his 1964 candidate dissertation titled “Euphemisms in Modern Uzbek Literary Language.” The scholar’s research focused on the origins of euphemisms, their categorization, and the role they play in enriching the lexicon while being used by representatives of various social groups. This study provided a foundation for future research on euphemisms in Uzbek linguistics<sup>1</sup>.

Ne'mat Ismatullayev’s work laid the groundwork for numerous subsequent studies on euphemisms in Uzbek linguistics. For instance, the 1983 textbook “Stylistics of the Uzbek Language,” which utilized previous research, provided an extensive analysis of euphemisms<sup>2</sup>. In the textbook, the authors explored the role of euphemisms as tools of speech, focusing on contextual and individual euphemisms. By 1997, euphemisms had become the subject of a more in-depth investigation in A.J. Omonturdiyev's candidate dissertation titled “Functional-Stylistic Features of Euphemistic Means.” Omonturdiyev later expanded his work, publishing

<sup>1</sup> Ismatullayev N. *Euphemisms in Modern Uzbek Language*. – Tashkent State Pedagogical Institute's *Scientific Works*, Vol. 42, Book 1, 1963. – pp. 3-59.

<sup>2</sup> Shomaqsoodov A., Rasulov I., Qongurov R., Rustamov X. *Stylistics of the Uzbek Language*. – Tashkent: O‘qituvchi, 1983. – 248 pages.

monographs such as “Euphemistic Foundations of Uzbek Speech” and “Professional Euphemisms in Speech.”<sup>3</sup> He also compiled “A Concise Euphemistic Dictionary of the Uzbek Language”<sup>4</sup> and “The Dictionary of One Word.”<sup>5</sup>

Among international scholars, **Keith Allan and Kate Burridge** are prominent for their book "Euphemism and Dysphemism: Language Used as Shield and Weapon" (1991). This significant work explores how language is used to soften unpleasant topics (euphemisms) or intensify negative connotations (dysphemisms). The book provides a wide range of examples and cultural contexts.

Another essential work is **Deborah Cameron's** "Verbal Hygiene" (1995), where the author examines how linguistic norms are shaped and regulated within societies, including the use of euphemisms and dysphemisms to conform to or challenge those norms.

The analysis of euphemistic and dysphemistic expressions has also been explored within literary contexts. For example, in X.B. Qodirova's candidate dissertation “Abdulla Qodiriy's Mastery in Using Euphemisms and Dysphemisms,” the researcher studied the use of these expressions in the literary works of Abdulla Qodiriy, a founder of Uzbek novel-writing and a prominent wordsmith. Qodiriy's artistic speech, his use of euphemistic and

dysphemistic units, and his skill in employing these tools were examined as a specific object of study.<sup>6</sup>

Uzbek linguists have provided various definitions of euphemisms. For instance, A.J. Omonturdiyev described euphemistic speech as follows:

"Speech is the evolution of language, and the euphemistic layer is the evolution of speech. Euphemistic speech is the highest form of thought, the ‘cream’ of human intellect, a refined, softened, and veiled expression of reality."<sup>7</sup>

In X.B. Qodirova's methodological guide “Euphemisms and Dysphemisms in the Uzbek Language,” the following explanation is provided:

"The emergence of euphemisms is closely tied to the development of human thought and moral values. Euphemisms are not merely a linguistic phenomenon (expressions or words used instead of terms that are uncomfortable for the speaker) but also a reflection of a person's tendency to alter the communicative situation to some degree. By using acceptable words, speakers mitigate the potentially unpleasant atmosphere caused by taboo expressions. Such euphemisms can be seen as as old as humanity itself, reflecting a universal human effort to navigate social norms and sensitivities."<sup>8</sup>

<sup>3</sup> Omonturdiyev A.J. *Functional-Stylistic Features of Euphemistic Means*: Abstract of Candidate Dissertation in Philological Sciences. – Tashkent, 1997. – 25 pages.

<sup>4</sup> Omonturdiyev A. *A Concise Euphemistic Dictionary of the Uzbek Language*. – Tashkent: Fan, 2006. – 134 pages.

<sup>5</sup> Omonturdiyev A. *One-Word Dictionary*. – Termiz: Boysun, 1996. – 45 pages.

<sup>6</sup> Qodirova X.B. *Abdulla Qodiriy's Mastery in Using Euphemisms and Dysphemisms*: Abstract of Candidate Dissertation in Philological Sciences. – Tashkent, 2012. – 26 pages.

<sup>7</sup> Omonturdiyev A.J. *Euphemisms in Professional Speech*. – Tashkent: Fan, 2006. – 232 pages. – p. 3.

<sup>8</sup> Qodirova X.B. *Euphemisms and Dysphemisms in the Uzbek Language*: Educational Methodological Manual. – Tashkent, 2013. – 48 pages. – p. 2.

Thus, the development and study of euphemistic and dysphemistic expressions in Uzbek and international linguistics demonstrate their significant role in understanding cultural, social, and linguistic processes. These expressions serve as tools to navigate taboos, soften communication, and adapt language to the evolving norms of society. In our view, euphemism is always motivated by politeness and a sense of tact. That is, taboos arise out of fear, whereas euphemisms stem from a sense of grace and a desire to veil reality. L.A. Nefyodova aptly states: "A form of communication based on implicatures characterizes interlocutors as tactful, polite, and considerate, and their relationships as meeting the requirements of speech etiquette"<sup>9</sup>. Similarly, L.P. Krysin notes that the primary goal pursued by a speaker when using euphemisms in social and interpersonal relations is the desire to avoid communicative conflicts and to prevent the interlocutor from experiencing communicative discomfort.<sup>10</sup>

To demonstrate a vivid example of euphemism, consider an excerpt from an interview with the head of Moscow's Department of Culture, S. Kapkov, published in the magazine *Snob* in March 2014:

- ...Why does the Moscow mayor's office have such an effect? Because Sobyenin is not an old man himself. He sees Muscovites both under forty and under twenty years old.
- And Luzhkov didn't see them?
- Absolutely! His perspective was: "They don't vote anyway, so why do anything for them?"
- So he worked for his peers?
- He worked for his electoral group.
- So, you believe it's exclusively a matter of the leader's age? The old see the old, and the young see the young. But Sobyenin isn't exactly very young himself...
- ... Right now, Gorky Park is uninteresting for the older generation.
- Do you want them to start going there too?
- Of course.
- Perhaps what's happening there feels expensive and alien to them?
- That's a separate story. We conducted research on why people aged 55+ don't go to the cinema<sup>11</sup>.

<sup>9</sup>Krysin, L.P. *A Foreign Word as a Euphemism* // Russian Language Today (RYaSh). – 1998. – No. 2. – pp. 71–74.

<sup>10</sup> Krysin, L.P. *The Russian Word: Native and Foreign: Studies in Modern Russian Language and Sociolinguistics*. – Moscow, 2004. – 888 pages.

<sup>11</sup> Kuzmina, E.S. *Euphemistic Processes in a Diachronic Perspective*. – Moscow, 2013. – 4 pages.

**Reference:**

1. Ismatullayev N. Euphemisms in Modern Uzbek Language. – Tashkent State Pedagogical Institute's Scientific Works, Vol. 42, Book 1, 1963. – pp. 3-59.
2. Shomaqsoodov A., Rasulov I., Qongurov R., Rustamov X. Stylistics of the Uzbek Language. – Tashkent: O'qituvchi, 1983. – 248 pages.
3. Krysin, L.P. A Foreign Word as a Euphemism // Russian Language Today (RYaSh). – 1998. – No. 2. – pp. 71–74.
4. Krysin, L.P. The Russian Word: Native and Foreign: Studies in Modern Russian Language and Sociolinguistics. – Moscow, 2004. – 888 pages.
5. Kuzmina, E.S. Euphemistic Processes in a Diachronic Perspective. – Moscow, 2013. – 4 pages.