

Semantic changes of English Euphemisms

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Article History	Abstract
Received: 08 June 2023 Revised: 21 Sept 2023 Accepted: 10 Dec 2023	Given article is devoted to the study of semantic changes of Euphemisms. It discusses the differences and similarities of euphemisms in all the sphere of life. Euphemisms are used to replace social taboos, swearing, blasphemy, profanity and other offensive language, but they can be used just to make a common word sound more sophisticated. For indirect expressing, stylistic means like figures of speech can be used for expressing euphemisms. Another subject mentioned in the paper is euphemistic strategies discussed from pragmatic point of view. Keywords: Offensive, Vague, Phenomenon, Euphemisms, Conventional, Association, Connotation, Social Taboo, Euphemisation, Dysphemisms, Pragmatic.
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1. Introduction

The euphemism is a substitution of an agreeable or much less offensive expression in area of one that may additionally offend or endorse some thing disagreeable to the listener,[1] or to make it much less tough for the speaker, as in the case of doublespeak. The deployment of euphemisms is a central element inside the public utility of political correctness. It can also additionally alternative a description of some thing or anybody to keep away from revealing secret, holy, or sacred names to the uninitiated, or to dim the identification of the issue of a dialog from conceivable eavesdroppers. Some euphemisms are meant to amuse. In some languages of the Pacific, the usage of the title of a deceased chief is taboo. Among indigenous Australians, it is forbidden to use the name, image, or audio-visual recording of the deceased, so that the Australian Broadcasting Corporation now publishes a warning to indigenous Australians when the usage of names, pix or audio-visual recordings of human beings who have died.snoska2 Since people are often named after everyday things, this leads to the swift development of euphemisms. These languages have a very high rate of vocabulary change.[3]

2. Materials And Methods

Euphemisms frequently evolve over time into taboo phrases themselves, via a technique described through W.V.O. Quine, and extra currently dubbed the "euphemism treadmill" by using Steven Pinker. (cf. Gresham's Law in economics). This is the customary linguistic method acknowledged as 'pejoration' or 'semantic change'.

3. Results and Discussion

A incredible variety of euphemisms in English got here from phrases with Latin roots. Farb (1974) writes that after the Norman Conquest of England in 1066: "the neighborhood started to make a difference between a genteel and an obscene vocabulary, between the Latinate phrases of the higher category and the lusty Anglo-Saxon of the lower. That is why a duchess perspired and expectorated and menstruated--while a kitchen maid sweated and spat and bled." In the "good 'old' (read over the hill, chronologically-gifted) days" of the English language, there was once a mind-blowing quantity of pleasant doubletalk now not to point out a smattering of clearly hilarious handles as viewed below:

"brandy" -- referred to as "French Cream" by time-enhanced tabbies and dowager duchesses who added it to their tea (scandal broth)

"brewer" -- Brother of the Bung

"constable" -- bus-napper

"coachman" -- Brother of the Whip

"dealer in fruit" -- costard monger

"eggs" -- cackling farts

"foot boy" -- catch fart

"footman" -- bone picker

"fiddler" -- gut scraper or tormentor of cat gut

"indigent" -- Gentleman of Three Outs, i.e. without money, without wit, and without manners

"match-maker" -- buttock broker

"parson" -- autem bawler who conducts his affairs in an "autem cacle tub" (church meeting hall)

"pimp" -- Brother of the Gusset

"roundabout story or way" - circumbendibus

"salesman's shop" -- Bow-Wow Shop (because the servant barks and the master bites)

"Sargeant At Arms" -- Brother of the Coif

"schoolmaster" -- bum brusher

"shoe-making" -- the art of gentle craft

"tea" -- cat lap, scandal broth

"undertaker" -- embalming surgeon

"upholsterer" -- bug-hunter

"wife" -- comfortable importance

Euphemism treadmill

Words firstly supposed as euphemisms can also lose their euphemistic value, obtaining the terrible connotations of their referents. In some cases, they can also be used sarcastically and grow to be dysphemisms.

For example, the time period "concentration camp", to describe camps used to confine civilian contributors of the Boer neighborhood in shut (concentrated) quarters, used to be used through the British at some stage in the Second Boer War, specially due to the fact it sounded bland and inoffensive. Despite the excessive demise fees in the British awareness camps, the time period remained appropriate as a euphemism. However, after the Third Reich used the expression to describe its dying camps, the term received massive poor connotation.

Also, in some variations of English, "toilet room", itself a euphemism, used to be changed with "bathroom" and "water closet", which had been changed with "restroom" and "W.C." These are additionally examples of euphemisms which are geographically concentrated: the time period "restroom" is not often used backyard of the United States and "W.C.", the place earlier than it was once pretty popular in Britain, is passing out of desire and turning into greater famous in France and is the well mannered time period of desire in Germany.

Connotations without problems trade over time. "Idiot", "imbecile", and "moron" have been as soon as impartial phrases for a developmentally delayed grownup of toddler, preschool, and fundamental faculty intellectual ages, respectively.[4] As with Gresham's law, terrible connotations have a tendency to crowd out impartial ones, so the phrase mentally retarded used to be pressed into provider to change them.[5] Now that, too, is viewed rude, used in many instances as an insult of a person, thing, or idea. As a result, new phrases like "mentally challenged", "with an mental disability", "learning difficulties" and "special needs" have changed "retarded". A comparable development happened with:

lame → crippled → handicapped → disabled → physically challenged → differently abled although in the case of "crippled" the meaning has also broadened (and hence has been narrowed with adjectives, which themselves have been euphemised); a dyslexic or colorblind person, for example, would not be termed "crippled". Even more recent is the use of person-centric phrases, such as "person(s) with disability, dyslexia, colorblindness, etc.", which ascribe a particular condition to those previously qualified with the aforementioned adjectives.

Euphemisms can additionally serve to recirculate phrases that have exceeded out of use due to the fact of terrible connotation. The phrase "lame" from above, having dwindled from the vernacular, used to be revitalized as a slang phrase usually which means "not residing up to expectations". Connotation of a euphemism can additionally be subject-specific. The time period "handicap" used to be in frequent use to describe a bodily disability; it received frequent use in sports activities and video games to describe a scoring benefit given to a participant who has a disadvantageous standing in ability, and this definition has remained common, even although the time period as describing bodily incapacity has by and large dwindled from frequent use. One exception to this is in the United States when designating "handicapped" parking areas for such individuals.

He contended that, as the title of the circumstance grew to become extra elaborate and apparently arcane, victims of this situation have been taken much less significantly as human beings with a serious illness, and have been given poorer remedy as a result. He additionally contended that Vietnam veterans would have obtained the perfect care and interest they wanted have been the situation nevertheless known as "shell shock". In the equal routine, he echoed Bill Veeck's opinion that "crippled" was once a flawlessly legitimate time period (and referred to that early English translations of the Bible regarded to have no qualms about announcing that Jesus "healed the cripples").

A complementary "dysphemism treadmill" exists, however is greater not often observed. One contemporary instance is the phrase scumbag, which was once firstly a reference to a used condom, now is a pretty moderate epithet.[7] This is in stark distinction to the associated time period douchebag, which is nevertheless semi-common however has a great deal greater poor connotation.

In his remarks on the ever-changing London slang, made in *Down and Out in Paris and London*, George Orwell mentioned both the euphemism treadmill and the dysphemism treadmill. He did not use these now-established terms, but observed and commented on the respective processes as early as in 1933.

When a phrase is used as a euphemism, it regularly turns into a metaphor whose literal which means is dropped. Euphemisms may additionally be used to conceal disagreeable or annoying ideas, even when the literal time period for them is now not always offensive. This kind of euphemism is used in public members of the family and politics, the place it is from time to time referred to as doublespeak. Sometimes, the use of euphemisms is equated to politeness. There are additionally superstitious euphemisms, based totally (consciously or subconsciously) on the thought that phrases have the energy to carry horrific fortune (for example, now not speakme the phrase "autism"; see etymology and frequent examples below), and there are non secular euphemisms, based totally on the thought that some phrases are holy, or that some phrases are spiritually imperiling (taboo; see etymology).

Classification

Many euphemisms fall into one or more of these categories:

- Terms of foreign and/or technical origin (derrière, copulation, perspire, urinate, security breach, mierda de toro, prophylactic, feces occur)

- Abbreviations (GD for goddamn, SOB for son of a bitch, BS for bullshit, TS for tough shit, SOL for shit out of luck or PDQ for pretty damn(ed) quick,^[8] BFD for big fucking deal, "MOFO for "motherfucker", POS for piece of shit, STFU or STHU for shut the fuck/hell up, RTFM for read the fucking manual /restart the fucking machine)

Abbreviations using a spelling alphabet, especially in military contexts (Charlie Foxtrot for "Cluster fuck", Whiskey Tango Foxtrot Oscar for "What the fuck, over?", Bravo Sierra for "bullshit" — See Military slang)

Plays on abbreviations (H-e-double hockey sticks for "hell", "a-double snakes" or "a-double-dollar-signs" for "ass", Sugar Honey Iced Tea for "shit", bee with an itch or witch with a capital B for "bitch", catch (or see) you next Tuesday (or Thursday) for "cunt")

Use in mostly clinical settings (PITA for "pain in the ass" patient)

Abbreviations for phrases that are not otherwise common (PEBKAC for "Problem Exists Between Keyboard And Chair", ID Ten T Error or ID-10T Error for "Idiot", TOBAS for "Take Out Back And Shoot", SNAFU for "Situation Normal: All Fucked Up")

- Abstractions and ambiguities (it for excrement, the situation for pregnancy, going to the other side for death, do it or come together in reference a sexual act, tired and emotional for drunkenness.)

- Indirections (behind, unmentionables, privates, live together, go to the bathroom, sleep together, sub-navel activities)
- Mispronunciation (goldarnit, dadgummit, efing c (fucking cunt), freakin, be-atch,shoot — See minced oath)
- Litotes or reserved understatement (not exactly thin for "fat", not completely truthful for "lied", not unlike cheating for "an instance of cheating")
- Changing nouns to modifiers (makes her look slutty for "is a slut", right-wing element for "Right Wing")
- Names, like John Thomas or Willy for penis, Fanny for vulva (british), etc.
- Slang, eg. pot for marijuana, laid for sex and so on

There is some disagreement over whether certain terms are or are not euphemisms. For example, sometimes the phrase visually impaired is labeled as a politically correct euphemism for blind. However, visual impairment can be a broader term, including, for example, people who have partial sight in one eye, or even those with uncorrected poor vision, a group that would be excluded by the word blind.

There are three antonyms of euphemism: dysphemism, cacophemism, and electricity word. The first can be both offensive or only humorously deprecating with the 2d one usually used greater regularly in the experience of some thing intentionally offensive. The remaining is used usually in arguments to make a factor appear greater correct.

The Evolution of Euphemisms

Euphemisms may additionally be fashioned in a quantity of ways. Periphrasis or circumlocution is one of the most common — to "speak around" a given word, implying it except pronouncing it. Over time, circumlocutions grow to be identified as mounted euphemisms for specific phrases or ideas.

To alter the pronunciation or spelling of a taboo phrase (such as a swear word) to shape a euphemism is regarded as taboo deformation. There is an astounding quantity of taboo deformations in English, of which many refer to the notorious four-letter words. In American English, phrases which are unacceptable on television, such as fuck, might also be represented by means of deformations such as freak — even in kid's cartoons. Some examples of rhyming slang can also serve the identical cause — to name a man or woman a berk sounds much less offensive than to name him a cunt, although berk is quick for Berkeley Hunt which rhymes with cunt.

Bureaucracies such as the navy and massive firms regularly spawn euphemisms of a greater deliberate nature. Organizations coin doublespeak expressions to describe objectionable moves in phrases that appear impartial or inoffensive. For example, a time period used in the previous for illness through radioactive isotopes is Sunshine units.[9]

Military corporations kill people, from time to time intentionally and occasionally with the aid of mistake; in doublespeak, the first might also be known as neutralizing the goal and the 2d collateral damage. Violent destruction of non-state enemies might also be referred to as pacification. Two frequent phrases when a soldier is by chance killed (buys the farm) by way of their very own facet are pleasant furnace or blue on blue (BOBbing) — "buy the farm" has its personal fascinating history.[10]

Common Examples

Other common euphemisms include:

- getting smashed or hammered instead of 'drinking' or 'being drunk'
- big, fluffy, full-figured or heavy-set instead of 'fat'
- lost their lives for 'were killed'
- wellness for benefits and treatments that tend to only be used in times of sickness
- restroom for toilet room in American English (the word toilet was itself originally a euphemism)
- a love of musical theatre, light in the loafers, good fashion sense or confirmed bachelor for male homosexuality
- woman in sensible shoes for lesbian
- acting like rabbits, making love to, getting it on, cheeky time, doing it, making the beast with two backs, or sleeping with for having sex with

- sanitary landfill for garbage dump (and a temporary garbage dump is a transfer station), also often called a Civic Amenity in the UK
- ill-advised for very poor or bad
- an intestinal release of pressure for fart
- pre-owned vehicles or even "pre-loved" for used cars
- motivation for bribe
- a student being held back a grade level for having failed or flunked the grade level
- correctional facility for prison
- peer homework help or comparing answers for cheating
- the north of Ireland for Northern Ireland, which is seen by many Irish people as a term imposed by the British and therefore a profanity; however, saying the north of Ireland may be primarily a way of identifying oneself with the Irish Nationalist cause, rather than a euphemism
- the big C for cancer (in addition, some people whisper the word when they say it in public, and doctors euphemistically use technical terminology when discussing cancer in front of patients, e.g., "c.a." or "neoplasia"/"neoplastic process", "carcinoma" for "tumor"); euphemisms for cancer are used even more so in the Netherlands, because the Dutch word for cancer can be used as a curse word
- bathroom tissue, t.p., or bath tissue for toilet paper (usually used by toilet paper manufacturers)
- custodian or caretaker for janitor (Also originally a euphemism — in Latin, it means doorman. In the British Secret Service, it may still carry the ancient meaning. It does in the novels of John le Carré.)
- sanitation worker (or, sarcastically, sanitation officer or sanitation engineer), or garbologist, for "bin man" or garbage man
- economically depressed neighborhood or culturally-deprived environment for ghetto or slum
- force, police action, peace process or conflict for war
- alcohol-related, single-car crash for drunk driver
- mature or been around the block for old or elderly
- haem or heme (Americanism) for blood, often used in medical settings ("severe heme loss").
- enhanced interrogation technique for torture
- persuasion for torture
- take legal action for sue
- fee for fine
- gaming for gambling
- specific about what one eats for being a picky eater
- intellectually challenged for being mentally retarded
- Before that, mentally retarded for feeble minded
- Before that, feeble minded for halfwit
- adult entertainment, adult material, or erotica for pornography
- to have been paid for 'being fired from or by one's employer'
- to cut excesses (in a budget) for to fire employees
- legal capital for stated capital
- gravitationally challenged for clumsy
- gender reassignment for sex change
- differently abled for disabled
- chemical dependency for drug addiction
- dual-diagnosed for having both mental illness and drug problems

- co-morbidity for simultaneous existence of related mental and physical health issues (a dysphemism, perhaps...)
- gentlemen's club for go-go bar or strip club
- fertility center for infertility center
- mental health center for mental illness center
- it's snowin' down south for your slip is showing
- vertically-challenged for short
- feeling no pain (and dozens of others) for drunk
- your fly is undone for your zip is down

These lists would possibly endorse that most euphemisms are prevalent expressions. Often euphemisms can be extremely situational; what would possibly be used as a euphemism in a dialog between two pals may make no feel to a 0.33 person. In this case, the euphemism is being used as a kind of innuendo. At different times, the euphemism is frequent in some circles (such as the scientific field) however no longer others, turning into a kind of jargon or, in underworld conditions especially, argot. One such instance is the line "put him in mattress with the captain's daughter" from the famous sea shanty *Drunken Sailor*. Although this line may additionally sound extra like a reward for getting under the influence of alcohol to non-seamen, the phrase "captain's daughter" was once clearly a euphemism used amongst sailors for the cat o' 9 tails (itself a euphemism for a sort of whip).

4. Conclusion

Euphemisms are substitutes for their synonyms. Their use and very existence are triggered both through social conventions or with the aid of sure psychological factors. Most of them have stylistic connotations in their semantic structures. One can additionally anticipate that there is an exceptional euphemistic connotation that can be singled out in the semantic shape of every such word. Let me factor out, too, that euphemistic connotations in formal euphemisms are extraordinary in "flavour" from these in slang euphemistic substitutes. In the first case they are solemn and delicately evasive, and in the 2d difficult and particularly cynical, reflecting an try to chortle off an disagreeable fact. Euphemisms always tend to be a source of new formations because after a short period of use the new term becomes so closely connected with the notion that it turns a word as obnoxious as earlier synonym. And as linguistic phenomenon euphemism is wanted to be investigated in many aspects: in assessment with different languages, definition of the time and motive of their appearance, willpower of utilization in literary and scientific books. It helps us to get data of the world people. There are secure euphemisms, and are relying on situations. If consistent is a consistent synonym of the sure thought situational relies upon on the contents which at it is put or a context in which it is used.

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