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Abstract

Food is a fundamental aspect of human life, transcending mere sustenance to encompass cultural practices, social interactions, and personal identities. The study of food and its terminology has gained increasing attention in various academic fields, reflecting the recognition of food's significance in shaping and expressing cultural identity. Language, as a powerful medium of communication, plays a central role in this process, as it reflects and influences cultural practices, beliefs, and social dynamics.

The aim of this article is to analyze and explore the linguistic, cultural, and stylistic manifestations of food terminology. The main goal is to understand how language reflects and shapes culinary practices, cultural identity, and intercultural communication in relation to food. By examining the lexicon, semantic nuances, morphological and syntactic patterns, we aim to uncover the complex interplay between language and food. The study seeks to provide insights into the cultural symbolism, metaphorical expressions, rituals, and traditions related to food, while also investigating the linguistic creativity, variations, and stylistic features within food naming. Ultimately, the research aims to contribute to our understanding of the intricate relationship between language, culture, and food terminology, with potential implications for fields such as gastronomy, intercultural communication, and lexicography.

Keywords: linguistic analysis, food terms, universals, linguostylistic analysis, linguocultural, comparative analysis, symbolism.

Introduction:

Food is not just a basic necessity; it is a cultural, social, and sensory experience. We often take for granted the rich tapestry of words and phrases that surround the world of cuisine. The language of food not only reflects our diverse culinary traditions but also plays a crucial role in shaping our perceptions, preferences, and behaviors related to food [Jurafsky, 17-32].

In this article, we delve into the fascinating world of linguistic analysis of food, exploring how language impacts our gastronomic experiences and the various ways food-related terms reveal much about our culture and society.

The subject of this article is the linguistic, cultural, and stylistic manifestations of food terminology. The study focuses on examining the language used to describe and communicate about food, exploring the cultural symbolism, metaphors, rituals, and traditions associated with food terminology. Additionally, the research investigates the variations in language use and stylistic features within food naming practices, considering factors such as social influences, regional and dialectal variations, and the interplay between language and cultural identity. By analyzing the subject

of food terminology from a multidisciplinary perspective, this article aims to deepen our understanding of how language reflects and influences culinary practices, cultural identity, and intercultural communication related to food.

The research takes into account the dynamic nature of language and culture, investigating how modern societal changes and shifts in cultural norms shape food-related discourse. It explores the intercultural communication and language variations that arise as a result of increased cultural exchange, multiculturalism, and the digital age. The study also recognizes the importance of preserving culinary heritage and traditional knowledge in the face of modernization.

By incorporating modern perspectives, the article aims to provide insights into the contemporary linguistic and cultural landscape of food terminology. It acknowledges the relevance of studying language and culture in relation to food in our current globalized and interconnected world, offering a comprehensive understanding of the complex interplay between language, culture, and food in the modern context.

The aims of this article are as follows:

- ✓ To investigate the linguistic manifestations of food terminology:
- ✓ To explore the cultural manifestations of food terminology:
- ✓ To examine the stylistic manifestations of food terminology:
- ✓ To understand the interplay between language, culture, and food:

Linguistic analysis of food is a fascinating area of study that can reveal insights into the cultural, historical, and social significance of food and eating. [Cook, 54-78] Linguistic analysis of food involves examining the language and terminology used to describe food, as well as the cultural and social meanings associated with it. Here are some aspects of linguistic analysis of food:

- Vocabulary and Terminology: Different languages and cultures have unique vocabulary and terminology for describing food and its preparation.
- Metaphors and Figurative Language: Food is often used in metaphors and figurative language to describe emotions, experiences, and events. **For example**, we might say that a difficult task is "hard to swallow" or that someone is a "spicy" personality. This type of language can reveal cultural attitudes and beliefs about food. Another aspect of linguostylistic analysis is looking at the metaphors and similes used to describe food. For example, a dish might be compared to a work of art, or a flavor might be described as "explosive" or "bursting with flavor."

Here are some **examples** of metaphorical expressions commonly found in food terminology:

1. "A recipe for disaster": This metaphorical expression implies that a particular situation or action is likely to result in negative consequences or chaos, drawing a parallel between the process of cooking and the potential outcome.
2. "Spice up your life": This metaphor suggests adding excitement, variety, or intensity to one's life, drawing a comparison between the use of spices in cooking and the enhancement of experiences or situations.
3. "The icing on the cake": This metaphor refers to something that enhances or completes a positive experience, similar to how icing adds a finishing touch to a cake.
4. "Sour grapes": This metaphor originates from Aesop's fable and describes a situation where someone disparages or devalues something they desire but cannot have, comparing it to the bitterness of sour grapes.
5. "In a pickle": This metaphorical expression means being in a difficult or challenging situation, likening it to the process of pickling, which involves preserving food in a brine or vinegar solution.

6. "The apple of my eye": This metaphor represents someone or something that is cherished, loved, or considered of great value, drawing a parallel between the apple, a symbol of goodness and beauty, and the person or object.
7. "Bite off more than you can chew": This metaphor suggests taking on more responsibilities or challenges than one can handle, comparing it to attempting to eat a large amount of food that is difficult to chew and swallow.
8. "Butter someone up": This metaphorical expression means to flatter or praise someone excessively to gain their favor, drawing a parallel between the act of spreading butter on bread and the act of trying to make someone receptive or cooperative.
9. "Stir the pot": This metaphor refers to deliberately instigating or provoking trouble or controversy, likening it to the action of stirring a pot of ingredients to mix them together.
10. "The cream of the crop": This metaphorical expression refers to the best or highest-quality selection of something, comparing it to the cream that rises to the top when milk is left to settle.

These metaphorical expressions in food terminology add depth, creativity, and imagery to language, allowing for the conveyance of abstract ideas and concepts through familiar culinary references [Crystal, 6-9] .

- **Social Significance:** Food is a social activity that brings people together and is often associated with hospitality and friendship. In many cultures, sharing food is a way of building social bonds and expressing gratitude. The language used around food can reflect these social values.
- **Symbolism:** Food can be a powerful symbol that represents certain values or ideas. For example, in Western cultures, a wedding cake is a symbol of the union between two people, while in Chinese culture, dumplings are a symbol of good luck and prosperity. Food symbolism can reveal cultural values and beliefs.
- **Identity and Ethnicity:** Food is often associated with cultural identity and ethnicity. Different ethnic groups have unique food traditions and practices that are deeply ingrained in their social, religious, and historical identity. The language used to describe these foods can reveal cultural identity and heritage.

Food is a rich and complex subject that is deeply embedded in culture and society, and the language used to describe it can reveal a great deal about cultural attitudes, beliefs, and values. [Jurafsky, 3-9]

One aspect of linguistic analysis of food is the use of descriptive language to convey sensory experiences related to food. This includes the use of adjectives and adverbs to describe the taste, texture, aroma, and appearance of food, as well as metaphors and similes to compare food to other sensory experiences or objects. **For example**, a food reviewer might describe a dish as "crispy and golden brown on the outside, but tender and juicy on the inside," or compare the flavor of a spice to "a burst of sunshine on the tongue."

Another aspect of linguistic analysis of food is the cultural and social significance of food. This includes the use of food as a symbol of national or regional identity, the role of food in religious and cultural practices, and the social meanings of food in different contexts. **For example**, certain foods may be considered "comfort foods" that evoke feelings of nostalgia or emotional attachment, or certain dishes may be associated with special occasions or rituals.

Linguistic analysis of food can also involve examining the discourse patterns used in food-related conversations and media. This includes analyzing the ways in which people talk about food and the cultural narratives and themes that are associated with food. For example, a discourse analysis might examine how food is discussed in popular cooking shows or in social media posts.

Linguistic analysis of food also involves examining the language and discourse used to describe food culture and food-related practices. This includes analyzing the language and terminology used to describe different cuisines and the cultural meanings associated with different types of food. For example, a linguistic analysis might examine the ways in which Italian food culture is described in food writing and media.

In addition, linguistic analysis of food can also examine the way that language is used to market and sell food products. This includes the use of persuasive language, such as persuasive adjectives and buzzwords like "all-natural" or "organic," to appeal to consumer values and desires. It also includes the use of branding and packaging to create a visual and linguistic identity for a food product.

Linguostylistic analysis of food terms involves examining the language used to describe food in order to understand the stylistic choices made by the speaker or writer. This analysis can be applied to various types of food-related language, including menu descriptions, food reviews, recipes, and advertisements.

One important aspect of linguostylistic analysis of food terms is the use of sensory language. This includes words that describe the taste, texture, and aroma of food, as well as the visual appearance. **For example**, a food writer might use words like "crunchy," "tangy," "rich," or "velvety" to describe the sensory experience of eating a particular food. These choices of words can evoke different feelings and associations in the reader, and can influence their perception of the food being described.

In the ever-evolving landscape of linguistics and stylistic analysis, language enthusiasts have constantly sought new domains to explore, unearthing the intricate interplay between language and various aspects of human existence. One such intriguing domain that has captivated scholars and researchers alike is the realm of food terms. Language serves as a powerful tool for expressing our relationship with food, and within the vast tapestry of culinary vocabulary lies a rich tapestry of linguistic patterns, stylistic nuances, and cultural associations. [Bruke, 5-15]

Another aspect of linguostylistic analysis of food terms is the use of figurative language. This includes metaphors, similes, and other forms of comparison. For example, a food writer might compare a dish to a work of art, or use a metaphor to describe the way the flavors of different ingredients blend together. These choices of figurative language can add depth and richness to the description of the food. For example, a food critic might describe a particularly rich and flavorful dish as "a symphony of flavors," or a light and delicate dessert as "a feather in the mouth."

The use of specialized language is also important in linguostylistic analysis of food terms. This includes terms that describe specific cooking techniques or ingredients, as well as regional or cultural food names. **For example**, a recipe might call for a specific type of chili pepper or a cooking method that is common in a particular region. These specialized terms can convey a sense of expertise and authenticity to the reader. Here are some examples of English food terms and their stylistic analysis:

1. Heavenly Vanilla Cupcake:
The term "heavenly" suggests a divine and transcendent quality to the vanilla cupcake. It implies that the taste and texture of the cupcake are extraordinarily delightful, invoking a sense of indulgence and pleasure.
2. Zesty Citrus Salad:
The adjective "zesty" conveys a bright and tangy flavor profile associated with citrus fruits. It adds a refreshing and invigorating quality to the salad, enhancing its appeal as a light and vibrant dish.
3. Gourmet Artisanal Cheese Platter:
The terms "gourmet" and "artisanal" evoke a sense of sophistication and craftsmanship. They imply that the cheese platter is of high quality, carefully selected, and expertly crafted, appealing to connoisseurs of fine cheeses.

4. **Velvety Rich Chocolate Mousse:**
The adjectives "velvety" and "rich" conjure a luxurious and smooth texture to the chocolate mousse. They suggest a dense and indulgent quality, enhancing the anticipation of a decadent and satisfying dessert experience.
5. **Succulent Grilled Salmon:**
The term "succulent" emphasizes the juicy and tender nature of the grilled salmon. It implies that the fish is cooked to perfection, creating a mouthwatering description that enhances its appeal as a flavorful and high-quality dish.
6. **Exquisite Italian Gelato:**
The adjective "exquisite" denotes exceptional beauty, quality, and refinement. It suggests that the Italian gelato is made with care and expertise, offering a delightful and superior frozen treat that captivates the senses.

These examples showcase how stylistic choices, including the use of evocative adjectives and descriptive language, can elevate the appeal and impression of food terms. By employing words that evoke sensory experiences, convey quality, or imply specific characteristics, writers can create enticing descriptions that enthrall readers and ignite their culinary desires.

Finally, the tone and style of food-related language can vary depending on the context in which it is used. **For example**, a menu might use more formal language than a food blog, or an advertisement might use persuasive language to encourage the reader to try a particular product. By examining these linguistic choices, linguostylistic analysis can provide insights into the cultural and social significance of food and the ways in which it is represented in language.

Cultural and social context also plays a role in the linguistic stylistics of food terms. Certain foods and dishes may have strong cultural associations, and the language used to describe them may reflect those associations. For example, the language used to describe a traditional Italian pasta dish might emphasize its authenticity and cultural heritage, while the language used to describe a fast food burger might focus on its convenience and affordability.

Language and culture are deeply intertwined, with each influencing and shaping the other. Language serves as a medium for transmitting cultural knowledge, values, and traditions, while culture provides the framework within which language develops and evolves. The relationship between language and culture is symbiotic, as they mutually reflect and influence one another in various ways.

Language reflects cultural practices by embodying the ways in which people communicate about food, express culinary traditions, and convey their food-related experiences. For example, specific food terms may exist in a language because they are closely tied to cultural practices, such as traditional cooking techniques or regional dishes. The language used to describe food can vary depending on the cultural context, reflecting the unique ways in which different cultures perceive and engage with food.

Conversely, culture shapes language through the influence of social norms, values, and beliefs. Language adapts to accommodate cultural practices and concepts related to food, resulting in specific vocabulary, idiomatic expressions, and metaphors that are intricately tied to culinary experiences. These linguistic features not only reflect cultural practices but also reinforce and perpetuate cultural norms surrounding food.

Overall, a linguistic stylistic analysis of food terms would involve examining the language used to describe food, the cultural and social contexts in which these terms are used, and the effect they have on the reader or listener. [Wales, 8-24] By analyzing the language of food, we can gain a deeper

understanding of the ways in which language shapes our perceptions and experiences of the foods we eat.

Food terms also play a vital role in culinary tourism and cultural exchange. When people travel to different regions or countries, the exploration of local food terminology provides insights into the culture and traditions of the visited destination. [Asif, 4-18] Food terms become gateways to understanding the culinary heritage, social practices, and cultural values of a particular place. Additionally, the exchange of food terms across cultures facilitates intercultural communication and fosters appreciation for diverse culinary traditions.

Armenian food terms have several stylistic peculiarities that distinguish them from food terms in other languages:

1. **Richness in consonant clusters:** Armenian food terms often contain multiple consonant clusters, which can make them difficult to pronounce for non-native speakers. **For example**, the word "khntark" (խնդարկ) means "pickle" in Armenian and contains four consonants in a row without any vowels.
2. **Use of diacritic marks:** Armenian has a unique alphabet that includes several diacritic marks, such as the "apostrophe" (՛) and the "emphasis mark" (՛). These marks can change the pronunciation and meaning of words, so it's important to use them correctly when talking about Armenian food.
3. **Historical and cultural references:** Armenian food terms often reflect the country's history and culture. For example, the word "basturma" (բաստուրմա) refers to a type of cured beef that is popular in Armenian cuisine and has its roots in the Middle East.
4. **Use of herbs and spices:** Armenian cuisine is known for its use of herbs and spices, and this is reflected in the language used to describe food. Many Armenian food terms include the names of herbs and spices, such as "tarragon" (taragon) and "coriander" (khopre).
5. **Descriptive adjectives:** Armenian food terms often include descriptive adjectives that convey the taste, texture, or appearance of a dish. For example, the word "khorovats" (barbecue) is often described as "juicy" or "tender."

Food is a universal language that connects people across cultures and languages. There are several food-related language universals that can be found in different languages and cultures around the world

- **Names for basic food items:** Almost all languages have words for basic food items like bread, meat, fish, vegetables, fruits, and grains.
- **Food-related verbs:** There are several food-related verbs that are common across languages, such as cook, bake, fry, boil, roast, and grill.
- **Mealtime expressions:** Many cultures have specific expressions or words used during mealtimes, such as "bon appétit" in French or "itadakimasu" in Japanese, which express gratitude for the meal.
- **Food-related idioms:** Many languages have idiomatic expressions related to food, such as "spill the beans" in English, "to add oil to the fire" in Chinese and Armenian, etc.
- **Rituals and traditions:** Food plays an important role in many cultures, and there are often rituals and traditions surrounding food, such as fasting during Ramadan or eating traditional dishes during holidays and festivals.
- **Food-related gestures:** Some food-related gestures are universal, such as the gesture of rubbing one's stomach to indicate hunger or satisfaction, or the gesture of raising a glass to toast.

Conclusion

To sum up we should say that food is an essential part of human culture and communication, and food-related language universals reflect the importance of food in our lives. Understanding these universals can help us connect with people from different cultures and appreciate the richness of food-related traditions and practices around the world.

By examining the linguocultural and linguostylistic aspects of food terms, we have come to appreciate the profound influence that language has on our perceptions, experiences, and interactions with food. Food terms not only serve as linguistic labels but also convey sensory experiences, cultural values, and emotions. They connect us to our culinary traditions, evoke a sense of belonging, and invite us to explore the diverse world of flavors and cultures.

Food terms possess significant cultural significance as they express cultural practices, convey values and beliefs, and contribute to the formation of cultural identity. Through the cultural symbolism, metaphorical expressions, and social interactions associated with food terminology, individuals and communities express their unique culinary traditions, communicate cultural values, and establish connections with others. Understanding the cultural significance of food terms enriches our comprehension of the complex interplay between language, culture, and the culinary world.

The linguistic analysis of food is a complex and multi-faceted endeavor, reflecting not only the flavors and sensations of eating but also the emotions, cultural heritage, and societal influences that shape our relationship with food. As we continue to explore the rich tapestry of words and phrases that surround the world of cuisine, we gain a deeper appreciation for the role language plays in our culinary experiences. Food is not just sustenance; it is a language of its own, communicating stories of culture, history, and human connection.

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Abstract

The article considers one of the linguistic devices of the diplomatic language—euphemism—through the analysis of speeches and interviews delivered by heads of states, famous diplomats, and political figures. The analysis reveals the indispensable role of this magic phenomenon in composing speeches. It manifests how political figures and diplomats apply this effective and protective device to achieve their goals successfully and to be palatable and acceptable to the audience. The use of euphemisms in their speech indicates the coloring function of this strong and, at the same time, softening nature of this specific tool, as it helps the users to be more flexible and promote a certain character and quality of communication. Euphemism, as an alternative substitute, allows them to cover up unpleasant events, conceal aspects of the policy, or shield the public from distressing details. Hence, euphemization is an attractive, efficient, and often used linguistic tool that, in certain instances, prevails in the delightful process of modern diplomatic communication by beautifying it and preventing negative impact.

Keywords: diplomatic language, euphemism, linguistic instrument, effective device.

Introduction

Diplomatic language is a mild, lenient, coded often circumlocutory language, that depends on the circumstances. In the international society it is a tool in the to exercise in an effort to play down or minimize disappointment, offence or provocations likely to be caused by the delivery of an unwelcome message. It also helps to preserve the possibility of future communication, and reflects the mode by which diplomats both recognize each other and reason together.

In the world of intricate divergences and grave contradictions proper management of relationships between countries is of indispensable importance. In fact, implementing euphemism, is one of the most common methods in the resolution of these problems without harming and destroying the existing mutual relationships. Euphemism is a magnificent device and constitutes an essential and natural part of the language, as it stands out as a substitution for an expression or phrasing that might offend the interlocutor or suggest something unpleasant or embarrassing to the receiver, using instead an agreeable, acceptable and congenial or less offensive expression, which makes the say less troublesome for the speaker.

Euphemistic diplomatic language is prudent and cautious. Diplomatic euphemism is one of the best implementation options of the communicative function of the language. Diplomats often use euphemisms to express certain ideas which are displeasing, embarrassing and cannot be pronounced in direct terms without losing the real intention. They need to apply tactful and subtle expressions to mitigate the tense atmosphere in a given situation or avoid the intensification of contradictions and

conflicts by making their real motives and intentions acquire some vague impression. This figurative linguistic device is a politeness strategy. It adds new values to words and ideas, being affected by and at the same time contributing to the ever-changing perception of modern reality.

The etymology of the word “euphemism” comes from the Greek “eu”—‘good’ and “phem”—‘speak’. Oxford dictionary defines euphemism as “an indirect word or phrase that people often use to refer to something embarrassing or unpleasant than it really is” [Hornby, 499]. It is a pleasant, palatable and harmless word or phrase which substitutes the one that could be found offensive or displeasing. For example, “He is not poor; he is *economically disadvantaged*”, or “It’s not a lie; it’s *an alternate fact*”. Otherwise euphemism is a felicitous way of expressing something that might distress or insult someone. Illustrative definitions of the essence of euphemisms are the followings: “Euphemisms are unpleasant truths wearing diplomatic cologne” [Crisp]. For instance, “Our *active defense* will be initiated against the regime” mitigates the meaning of “We will attack them”, or “The police force is being *streamlined*” is the favourable form of “We are reducing police numbers”. In the Oxford Dictionary of Euphemisms, Holder claims that “in speech and writing, we use euphemism for dealing with taboo or sensitive subjects. It is therefore the language of evasion, hypocrisy, prudery and deceit.” [Holder] George Orwell wrote: “Political speech and writing are largely the defense of the indefensible, thus political speech has to consist largely of euphemisms, question begging and sheer cloudy vagueness”. [Orwell]. “Euphemisms are periphrastic manipulation on the lexical level, and this manipulation is motivated by an assumption that a change of name can also impact new and different qualities to a thing or to a person, hence euphemism is a sort of semantic camouflage” [Brekle]. “Euphemisms are motivated by a desire to choose a better or more polite way to express a given content” [Allan].

One of the existing theories concerning the functions of euphemisms is that of Velykorada. According to her classification euphemisms are divided into *concealing, conspiratorial, preventive, rhetorical, elevative, cooperative, distortive*. Whereas Burridge’s classification specifies the following functions: *protective, underhand, uplifting, provocative, cohesive, ludic*. However, in this article we will not delve into classifications, but will generally show the power and the essential role of this linguistic phenomenon in the political and diplomatic discourse.

Employing euphemisms in speech and writing can be a good, useful and effective instrument for improving communication and avoiding possible misunderstandings, conflicts and embarrassments.

Main body

In contemporary political and diplomatic discourse many diplomats and politicians resort to euphemism as a linguistic tool, as an innocent way to deal with unpleasant, unpalatable subjects to reach their political objectives through the process of persuasion and bargaining.

Composing the texts of their speeches, diplomats and political figures incorporate into them not only their extensive knowledge of the natural and social worlds (assumptions, beliefs, values), but also their knowledge of language, the power of influence of which is apparent and very strong. This feature is manifested through the magic linguistic tool of euphemism, the role of which covered in them is unavoidable, as they contribute to the richness of language. When euphemisms are applied thoughtfully in everyday situations, particularly in public or diplomatic discourse, they can support interpersonal relationships. As we know contemporary diplomacy uses discourses and practices that obscure distinctions between war and peace, between violence and humanity. These distinctions provide a prolific soil for linguistic creativity, to find new elusive, mild and gentle expressions which disguise the violent unpalatable nature of their referents.

Let us consider euphemisms in speeches of famous politicians and diplomats, the purpose of their usage and their main functions. The examples taken from public speeches, interviews, debates of famous politicians and diplomats are a good source of illustration of its use.

...I am going to unleash American energy. I'm going to repeal and replace **Obamacare**, I'm going to appoint Justices to the Supreme Court who will follow the Constitution; I'm going to rebuild our **depleted** military and take care of our **vets**; I'm going to save your **2nd Amendment**. [Trump, Jobs and Economy]

This excerpt is taken from US President Donald Trump's speech delivered at the forum on "Jobs and Economy" on September 15, 2016. As is seen in the example the President applied euphemism in his favour.

In this example *Obamacare*, *depleted military*, *vets*, *2nd Amendment* are euphemistic words and expressions. Instead of using "the Affordable Care Act", formally known as "the Patient Protection and Affordable Care Act (ACA)—the comprehensive health care reform law enacted in March 2010 by the US law, Trump uses 'Obamacare' by means of the linguistic device of distortion (modification of form): the Health Care reform adopted by Barak Obama, with the intention to excite the recipients, make them accept pleasantly, and arouse their attention, as manipulation on the lexical level can also impact the recipients.

Then he applies 'depleted military', trying to mitigate the idea of "exhausted and poor" military, as it may have negative effect on the audience.

The word 'vets', the abbreviated form of veterans, sounds more caressing and shows closer feeling towards them, and is socially acceptable.

Then 'the 2nd Amendment'. It is an underhand euphemistic expression as it mystifies the idea of the utterance. 'The 2nd Amendment of the Constitution', which is on a 'well-regulated Militia, being necessary to the security of a free state, the right of the people to keep and bear arms, shall not be infringed' could be said in a simpler and transparent way. Through this expression Trump tries to attach it a powerful stimulus.

Euphemisms manipulate the meaning of a word or phrase to make them appear more pleasant. The following example manifests the power and appeal of this felicitous tool:

Of course, **to tout** this progress doesn't mean that we're not mindful of how much more there is to do. In this season in particular, we're reminded that there are people who are still hungry, people who are still homeless; people who still have trouble paying the bills or finding work after **being laid off**. There are communities that are still mourning those who **have been stolen** from us by senseless gun violence, and parents who still are wondering how to protect their kids. And after I leave office, I intend to continue to work with organizations and citizens doing good across the country on these and other pressing issues **to build on** the progress that we've made. [Obama]

This excerpt is taken from Barak Obama's speech delivered at the News Conference on 16 December 2016, which, according to him, was the most wonderful press conference of the year at the White House. In this example *to tout*, *being laid off*, *have been stolen* and *to build on* are applied euphemistically. Replacing the verb 'to advertise', which sounds formal, by the colloquial verb 'to tout' B. Obama wants to create a positive communication atmosphere. Instead of 'being dismissed',

he uses the phrasal verb ‘being laid off’, just to mitigate the force of the utterance. Then he employs euphemistic expression ‘have been stolen’, which is the alternative to ‘have been killed’. Through the preventive function of euphemism Obama tries to alleviate the concept of death as it has always been silenced in the society. The phrasal verb ‘to build on’ which means ‘to add, to expand’, is also a manifestation of a euphemism, as we know that phrasal verbs tend to create a more casual or conversational tone, which euphemisms tend to do as well.

Another statement that illustrates the instrumental role of this device, is taken from Donald Trump’s speech made at the forum on “Jobs and Economy”, September 15, 2016.

Right now, 92 million Americans **are on the sidelines, outside the workforce, and not part of our economy** [Trump, Jobs and Economy].

Here the President describes the state of millions of Americans. The expressions ‘*be on the sidelines*’, ‘*outside the workforce*’, ‘*not part of our economy*’ are applied euphemistically by means of which D. Trump tries to create positive and advantageous atmosphere. Instead of saying directly that they are jobless, which would have a negative impact on the listeners, he exercised figurative language, which purposely avoids the direct meaning.

To show the underhand function of euphemisms, that is, to intentionally mention the topic in an indirect way, there is the application of *acronyms* that help the speakers compose their speech:

I am pleased to the support that the coalition to defeat **ISIS** has taken 100 percent of the territory once held by these killers in Iraq and Syria. [Trump, World Economic Forum].

In this example ‘ISIS’ is a euphemism. Instead of “a terrorist organization”, which would sound unfavourably, Trump applies the acronym ISIS as a polite alternative, to deliberately disguise the organization of killers. He refers to it in an indirect way, trying to understate the displeasing concept, which would disturb the listeners and lessen the impact.

Grammar, too, has its significant role in creating euphemisms. The grammatical forms of plurality and personification are looked at as methods of forming this linguistic device.

Jobs can **stop leaving** our country, and start pouring in. **Failing schools** can become flourishing schools. **Crumbling roads** can become gleaming infrastructure. Inner cities can experience **a flood of new jobs** and investment. And rising crime can give way to safe and prosperous communities. [Trump, Jobs and Economy]

In this example the grammatical form of plurality “*jobs, schools, roads, new jobs*” helps to compose a more powerful image of prosperity, while personified verbs make us think that bright and light future are at our doors. By means of these figurative structures ‘*jobs stop leaving, failing schools can become flourishing schools, crumbling roads can become gleaming infrastructure, a flood of new jobs*’, the speaker introduces the aspects of reality in a positive light, trying to colour the poor conditions of the country. We can state that euphemistic structures perform elevative function, making the speech more impressive and attractive.

Another example that manifests why politicians and diplomats turn to this mighty tool is the following:

In addition, because we have strongly capped deductions for the wealthy and **closed interest loopholes**, the tax relief will be concentrated on the working and middle class taxpayer. [Trump, Jobs and Economy]

In this example ‘*to close loophole*’ is a euphemism for ‘increasing taxes’, that performs a concealing function, as politicians find it very difficult and inconvenient to speak about tax increases because it usually causes people’s dissatisfaction, and arouses anger.

As euphemism is an instrument to safeguard the utterance, the following excerpt taken from Fareed Zakaria’s interview with Foreign Secretary Blinken shows its gentler role:

Fareed, at every step along the way—in fact, going back before the Russian aggression when we saw the storm rising, and we made sure, going back to Labour Day before the war, Christmas before the war, that they started to get on their hands **the equipment** that they would need if the Russians **went forward: Javelins, Stingers**. They have that on hand. They were able to save their country from **being taken entirely** by Russia. [Blinken]

In this example *the equipment, went forward, Javelins, Stingers, being taken entirely* are euphemistic words and expressions. By means of them the State Secretary tries to alleviate some colours of his speech. Instead of using “weapons” he substitutes it with the word *equipment*, which gives general idea of tools.

Then he applies the idiomatic phrase *to go forward*, instead of “to conquer”, to lend positive connotation to the utterance.

Instead of using “missiles or missile systems”, the State Secretary points *Javelin*: a medium-range, fire-and-forget missile for use against a wide array of targets and *Stinger*: a lightweight portable air defense missile system, just to understate his say.

The expression *being taken* substitutes for “being seized”, as it is common and palatable and sounds favourably.

It is of great importance to mention that euphemisms are essential tools not only in diplomacy and politics but also in everyday life and especially in teaching a foreign language, as they help teachers to encourage students in learning it, to solve the problem of foreign language anxiety. Euphemistic expressions and questions remove the distance between a student and a teacher and create a constructive atmosphere in the classroom. These soft and inoffensive structures help teachers in correcting mistakes, commenting on students’ answers, without hurting their feelings and undermining self-confidence. As in the following examples:

I’m sorry’ I didn’t **catch your idea, would you please repeat it again?**

Good for you, it’s a great progress, **I’m sure you can do it better next time.**

Such euphemistic expressions and questions sound sweeter and produce a sweeter setting for the listeners.

Conclusion

We have come to a conclusion, that euphemism is an important part of political and diplomatic discourse, that aims to conceal and alleviate unpopular facts or certain aspects in society. It is a politeness strategy, and plays an effective role in human communication, as it oils human relationships. This magic device is a polite, diplomatically correct phrase, which promotes success and welfare for diplomats and politicians to sustain a respectful atmosphere.

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