

## THE ROLE OF EUPHEMISMS IN COMMUNICATION

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**Abstract:** This article talks about the definition of euphemism, its examples, its characteristics, the history of the origin of euphemism, its study by scientists, its role and function in communication.

**Key words:** euphemism, taboo, communication.

Humans are born with the need to communicate with other people. In this case, language as the main means of human communication responds to all changes in society. Of course, human society has had its own moral standards since its inception. Among such standards, the issue of communication behavior is in the main place. When speaking about the characteristic aspects of communication behavior, the representatives of a certain nationality should definitely dwell on euphemisms. Euphemisms are derived from the Greek word *yeirpegsha*, meaning soft expression, and are words that appear as synonyms for words and phrases that feel awkward, inappropriate, or rude to the speaker. Euphemism serves to avoid naming a negative reality, to mitigate the negative impact of such reality, to reduce, hide, cover up the negative impact of situations that touch a person's dignity, inconvenience him, express disrespect, contradict moral norms, or secret realities that cannot be directly stated. , is used to convey and express an unpleasant message in a gentler, gentler way. For example, instead of saying he died, he passed away, he closed his eyes, he died; instead of saying he gave birth, using phrases like "he was relieved" Or downsizing (layoffs), golden age (aging), differently abled (disabled), armed conflict (war), etc. The problem of euphemism has been widely and fruitfully covered in the works of many scientists. Among such scientists, B.A. Larin, L.A. Bulakhovsky, C. Silver, and J. Neaman. The main factors in the obsolescence of euphemisms include the diversity of spiritual and social foundations. In addition, it causes the disappearance of one or another reality, or, on the contrary, the creation of new realities. This, in turn, increases the richness of the vocabulary of the language, ensures that words with the same meaning appear in the language due to the loading of new meanings on existing words, and that words acquire a polysemantic character. In Uzbek linguistics, this term was studied in 1963-1964 in N. Ismatullayev's dissertation entitled "Euphemisms in the Modern Uzbek Language". The subject of taboos and euphemisms was covered for the first time in 1983 in the textbook "Uzbek Language Stylistics" compiled for high school. In 1997, A. Omonturdiyev studied the phenomenon of euphemism, "as a research object of stylistics, as a topic that should already find its solution, and researches the euphemistic foundations of Uzbek speech." The use of euphemism in the language was formed as a historical-ethnographic phenomenon in connection with the phenomenon of taboo. Euphemism is related to the development of customs, cultural level, aesthetic taste and ethnic norms in peoples. With the development of the language, its euphemistic layer also develops. New forms of euphemism appear on the basis of new standards of manners and worldview. There are also euphemisms in the language that arise due to the requirements of a specific speech situation, the meaning of which is often clarified through the text. For example, in the sentence "Until we hand over the rain to the owner," said Mrs. Nigor, "it seems that it will not be poured" (A. Qadiri), from the point of view of speech etiquette, the euphemism in the form of handing over to the owner is used instead of the expression to give to the land.

Euphemism is widely used in scientific and formal styles. The main purpose of euphemisms is to extract the essence of the event from life in order to illuminate the event more widely. Euphemism is manifested by the types of means for a specific characteristic. Characteristics of euphemisms: 1) euphemism cannot be replaced by any other word in a way that fully preserves the same cognitive, methodological and social effects; 2) the word can act as a euphemism, if its interpretation is unclear on the part of the listener, he interprets it literally or euphemistically; 3) when a euphemism is widely used, it is more like a synonym than a euphemism; 4) euphemisms can be defined only in the context in which they are said, and their understanding depends on several factors, including the knowledge, social practice and beliefs of the interlocutors involved in the linguistic exchange. Thus, the main goal of the speech should be to avoid communicative conflicts and not to create a feeling of communicative discomfort in the audience. In short, euphemisms are an integral part of communication between people, a product of politeness and high-level communication culture. This, in turn, encourages every speaker to show the beautiful and rich possibilities of the language.

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