

LINGUOCULTURAL FUNCTIONS OF EUPHEMISMS IN POLITICAL JOURNALISM IN ENGLISH AND UZBEK

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Abstract. *This research looks at how journalism in both England and Uzbek languages use soft words, called “euphemisms”, when they write about politics. A big part of the work focuses on the cultural why behind these choices. It shows that political language is connected very closely to a nation’s values and the way people are expected to behave in that society. To prove this, the analysis uses real examples from news articles and political reports to uncover the hidden meanings behind the text. The results prove that euphemisms are not just random vocabulary choices they are powerful weapons for political talk and diplomatic strategy.*

Key words: *euphemism, political journalism, linguocultural function, English language, Uzbek language, political discourse, news media, diplomatic language, cultural values, comparative analysis, social harmony, political communication, manipulation, linguistic strategy, intercultural communication.*

Introduction. Language is a very powerful tool that people use to share information, but sometimes the truth can be a bit too harsh or direct. In the world of politics and news, words are often chosen very carefully to avoid causing trouble or making people angry. This is why euphemisms are used. A euphemism is a polite or mild word used instead of one that is offensive or unpleasant. In political journalism, these words help to talk about difficult topics like war, money problems, or social issues without being too blunt.

This thesis conveys how euphemisms work in two very different cultures: English and Uzbek. It is very interesting to see how journalists in London or New York use different tricks than journalists in Tashkent. Even though the languages are different, the goal is often the same. Politicians and reporters want to stay polite and keep the public calm. This study is held to understand the cultural and linguistic reasons behind these word choices.

Main part. The use of euphemisms in political journalism serves several important roles in both English and Uzbek societies. These linguistic choices are not accidental but are influenced by social, psychological, and strategic factors.

One primary function of euphemisms is the avoidance of panic [1,120]. Political reports often replace harsh words with softer terms to prevent fear among the citizens. In English journalism, an “economic crash” is frequently called “negative growth”, which sounds like a technical adjustment rather than a disaster. Similarly, when businesses close or lose money, it is often described as “market correction”. In Uzbek journalism, a sharp rise in the price of

daily goods is often called “narxlarning erkinlashtirilishi” (liberalization of prices). When there are shortages of electricity or gas, the media may use the term “vaqtinchalik uzilishlar” (temporary interruptions) [7, 57]. These choices help to keep the public calm during difficult times.

Politeness is a major factor in how political news is written [2, 55]. Both cultures use euphemisms to show respect for sensitive groups. English media often refers to “poor countries” as “developing nations” or “emerging markets” to avoid appearing superior. People without homes are called “individuals experiencing homelessness” to focus on the situation rather than the person’s identity [10, 12]. In Uzbek culture, respect for the elderly and the community is very high. Therefore, official reports use “kam ta’minlangan oilalar” (low-income families) instead of “kambag’al” (poor). Older people are described with the respectful term “nuroniylar” (the radiant ones) to honor their social status [4, 90]. These examples show how language protects the dignity of individuals.

Political journalism must often report on war and international tension. Euphemisms help to make these violent realities more acceptable to the general audience. English news often uses “collateral damage” to describe the accidental death of civilians. A “bombing mission” might be called a “surgical strike” to create an image of precision and care [10,13]. In Uzbek reports, the word “urush” (war) is often replaced by “qurolli to‘qnashuv” (armed clash) or “harbiy amaliyot” (military operation). If a military force has to retreat, it is described as a “taktik chekinish” (tactical withdrawal) [7, 60]. This linguistic strategy frames a difficult situation as a professional or planned activity.

“Birinchi o‘rinda o‘sha hokimiyat tavsiya qilgan: zo‘r klaster, puli bor, javob, fermerga pulini vaqtida to‘lab beradi...”[11] The “hokimiyat” (local government) uses the word “recommendation” (tavsiya) to describe their pressure on farmers to work with specific companies. It sounds like a helpful suggestion, but it was actually a mandatory instruction. This is a clear example of using euphemisms to mask power. By calling an order a “recommendation”, officials can avoid legal responsibility when those companies fail to pay the farmers.

“Xorijlik hamkorlarimiz bilan juda quyuq munosabatga kirishib qolgan hokimlar...”[12]. The phrase “entering into thick/deep relationships” (quyuq munosabat) is used here as a euphemism for potential corruption or unethical favoritism between local officials and foreign investors. Instead of directly using the word “corruption” or “bribery”, the speaker uses a term that suggests a close personal friendship. This softens the accusation while still warning that these private connections influence public land decisions at the expense of local farmers.

“Qani endi o‘shalarga qilayotgan muloyimligini o‘zimizning investorlarga... qilsa”[12]. “Politeness” (muloyimlik) is used to describe the extreme legal and financial benefits given to foreign entities. In this context, “politeness” hides the reality of unequal competition. It suggests that officials are being “kind” to outsiders while being harsh or restrictive toward their own citizens, masking a systemic bias in the investment climate.

Euphemisms are used as a strategic tool to protect political reputations [3, 47]. In English, a “tax increase” is often presented as “revenue enhancement” to sound more positive.

If a politician is caught in a lie, the media might say the individual was “economical with the truth”. In the Uzbek political sphere, when an official is removed from a position due to failure, the news often states the person was “boshqa ishga o‘tishi munosabati bilan lavozimidan ozod etildi” (released from duty due to moving to another job). New restrictive laws are often introduced as “tartibga solish mexanizmlari” (regulation mechanisms). This allows the government to introduce changes without causing immediate controversy.

Conclusion. In conclusion, the research shows that the use of euphemisms in English and Uzbek political journalism highlights the deep connection between language and culture. Throughout the study, it was found that euphemisms are not just word games, but are essential tools for maintaining stability in society and softening political talk. Journalists use these methods to deliver difficult news to the audience with care.

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