

ON THE RHETORICAL AND PRAGMATIC ANALYSIS OF EUPHEMISMS

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ABSTRACT

People in the communication and exchange of hope to find a suitable way of expression, both sides can successfully complete the communication, but also make both sides feel that the communication is pleasant, to complete the ideal communication task, euphemism is the realization of this ideal communication of the appropriate way of expression. It is the use of more subtle language to express a variety of strong, difficult words. This kind of euphemism is the result of people's choice of language in a certain context, by intentionally deviating from the norm to form a variety of rhetorical patterns, or by violating the principle of cooperation to produce conversational meaning, which enriches the expression of the language, realizes a unique rhetorical meaning, and produces a unique language effect. In this paper, we will briefly analyze the rhetorical significance and pragmatic value of euphemisms in speech communication through the embodiment of euphemisms in rhetorical patterns and the violation of the principle of cooperation.

Keywords: Euphemisms; Pragmatic And Rhetorical Patterns; Communicative Functions; Intercultural Communication.

1. INTRODUCTION

1.1 Definition of Euphemisms

Euphemism is a Greek word meaning "to speak elegantly". It means "to make something unpleasant or vulgar sound more decent and elegant by using a certain term. This is done by using a word that does not directly refer to the unpleasant side of the matter instead of the original word, which has an unpleasant connotation".

There are two more popular definitions of euphemism, the first: "The substitution of an unspoken, pleasantly ambiguous statement for an expression that has an unpleasant implication of insufficient respect." Second: "A euphemism is the expression of certain facts or ideas in a polite or mild way that lessens their vulgarity." Euphemism is a linguistic phenomenon, which is an important means of communication used by people on certain occasions, and people usually try to avoid using language that causes discomfort or damages the relationship between the two parties, but use a roundabout form of language to express ideas and exchange information. Euphemism is also a social and cultural phenomenon, has penetrated into all aspects of people's daily life, reflecting a wide range of social phenomena or people's psychology.

2. CHARACTERISTICS OF EUPHEMISMS

2.1 Euphemisms are ethnic in nature

Euphemisms are a common linguistic phenomenon in the world culture, but different countries and nationalities are in different natural and social environments, and their modes of

production, lifestyles and cultural deposits are not the same. As a result, there are considerable differences in euphemisms in different languages, and this difference is the embodiment of the national characteristics of euphemisms.

2.2 Euphemisms are contemporary

From a historical point of view, language is in a constant state of change, with new words constantly appearing and some obsolete words gradually disappearing, as is the case with euphemisms. In some cases, the euphemisms used may be temporary, but as their use expands, they become fixed euphemisms after being recognized by people. Of course, fixed is relative, because euphemisms lose their euphemistic character over time. For example, the euphemism for "pregnant" has been used in many different ways in English.

2.3 Euphemisms are indirect and relevant

The essence of euphemism is to avoid directly mentioning those things or phenomena which are unpleasant, and the indirect mentioning and saying of these things constitute the soul of euphemism. Indirectness is one of the most obvious main features of euphemisms, also known as ambiguity. The so-called relevance is a characteristic that reflects the principle of the composition of euphemisms, namely, that there must be a correlation between what is directly referred to and what is indirectly referred to, and that the euphemism must make it possible to associate what it refers to with what it stands for.

2.4 Euphemisms are ambiguous

Many euphemisms are formed by utilizing the ambiguity of language to expand the meaning of words. The ambiguity of euphemisms can be used to cover up certain cruel realities. Some linguists once tried to explain euphemisms with the theory of linguistic ambiguity, arguing that "euphemisms are the substitution of less accurate or semantically more facsimile words for those that are more accurate."

2.5 Euphemisms are domain and colloquial

In different contexts, or even in the same context, euphemisms are expressed differently by people of different age, status, position or education. For example, to go to the toilet, a woman may say to powder one's nose or to freshen up; a man may say to go to the toilet. to relieve oneself, because nature calls or to rear; and a child may say go to the pot and make number one. The frequency of euphemisms is higher for women than for men, and higher for the so-called upper class than for the general public, because women are more bound by social rules than men, and naturally form the habit of speaking cautiously; and the upper class, in order to show off its noble and distinctive features, makes a lot of use of the "elegant words" (雅词).

3. THE LINK BETWEEN EUPHEMISMS AND RHETORICAL LANGUAGE USE

The following interview describes the rhetorical-pragmatic function of euphemisms in terms of the connection between rhetorical patterns and euphemisms:

3.1 Metaphor

Metaphor is characterized by the use of metaphor to cover the body, so that you can avoid the taboo things. Such as "death" of many euphemisms (back home, sleep, long service, rest, ancient) is caused by metaphor.

3.2 Borrowing

There are many kinds of borrowing, but they are an object instead of another object, this feature determines the use of "borrowing" technique can be reluctant to speak the word, with a euphemistic indirect way of expression. For example, Yuan Shikai is used to replace the silver dollar with Yuan's head, and Ah Fei is used to replace the hooligans.

3.3 Pun

Pun is to use a word to care about the surface and inside the two meanings, the surface meaning is the word directly revealed, the deeper meaning is trying to express the meter by euphemism, such as shampoo advertisement "healthy and beautiful, from the head" in the "head", and breast augmentation advertisement "do woman quite good" in the "quite" and so on are the words in the surface meaning, meaning in the implied meaning. Another example is the advertisement of breast enhancement "do women quite good" in the "quite", etc., are the words on the surface of the meaning, meaning in the implication of the meaning.

3.4 Antiphrasis

Antiphrasis with the original meaning of the opposite statement to express the original meaning, some express a strong sense of irony and sarcasm, and some make the language lively and humorous, lighthearted and happy. Whether it is to express irony and sarcasm or humor and relaxation, the use of antiphrasis than the conventional saying has a stronger color and more appropriate effect. For example, the leader gave you a task, but in the specified period of time you completed less than half, the leader is very helpless exclaimed: "You did a really great job!" A seemingly complimentary words, in fact, indirectly contains the meaning of irony is not under the direct irony.

4. COMPARISON OF EUPHEMISMS IN CROSS-CULTURAL COMMUNICATION——CHINESE AND WESTERERN CONTRASTS

4.1 The expression of "old"

Today's American society generally use adult to refer to "old age", such as home for adults (home for the elderly), Americans are afraid of the old, taboo to use the word old (old), commonly used seasoned man, senior citizen, the mature and other words to describe the elderly; while contemporary China still adhere to the tradition of respect for the elderly, not afraid of the old, such as calling the elderly "your old" to express respect. man, senior citizen, the mature and other words to describe the elderly; and contemporary China still adhere to the tradition of respect for the elderly, not afraid of the old, such as calling the elderly "your old" to express respect, in addition, "old" is often used to euphemistically express the meaning of seniority and experience, such as In addition, "Lao" is often used as a euphemism for seniority and experience, e.g., teacher, boss, boss, boss, etc.

4.2 Expressions of occupation

In Western society, the difference between the remuneration for mental labor and that for physical labor is very great. Most of the employees in the service industry have low income, in order to raise the status of those "humble" jobs, people often use beautician (beautician) to call hair-dresser (barber), sanitation engineer (public health engineer) to call garbage collector (garbage collector); while in China, the value of mental and physical labor is very high. garbage collector (garbage collector); and in China, the value of brain and body labor embodied imbalance, the service industry in China is not humble its practitioners because of the economic strength to win the respect of the community, and therefore love to call themselves "division", such as "beauty salon division", "food They like to call themselves "masters", such as "beauty salon masters", "gourmet cooks", "home decorators", and so on. Of course, those who are still "humble" occupation using euphemisms, such as, say, sanitation workers, "city beautician", the hotel lobby waiter for the "public relations Miss / Mr.", said migrant workers for the "migrant workers," "the migrant workers", "the migrant workers", "the migrant workers", "the migrant workers", "the migrant workers", "the migrant workers" and so on. "migrant workers".

4.3 Expression of social phenomena

There are many political contradictions and economic shortcomings in Western societies, but they are accustomed to using euphemisms to beautify themselves, which is reflected in the "make-up words" for political and economic crises, such as "workers' strikes" being called industrial disputes, "student strikes" being called student unrest, and "financial crises" being called recession; in China, it is also said that there is a "recession" for the "financial crisis". For example, "workers' strike" is labeled as "industrial dispute", "students' strike" is labeled as "student unrest", and "financial crisis" is labeled as "recession"; in China, there is also the "Ten Years of Rebellion". In China, there are also "ten years of turmoil" and "cultural revolution".

5. THE CROSS-CULTURAL COMMUNICATIVE FUNCTION OF EUPHEMISMS

Enright, a British literary critic, said, "If there were no euphemisms, the workings of the world would stop because of friction, and the earth would be full of grudges." Although the words are somewhat exaggerated, but it is enough to reflect the euphemisms in maintaining social relations, interpersonal relationships play the role of "lubricant" and "adhesive". The functions of euphemisms are mainly divided into three categories: avoidance of taboos and customs, politeness and disguise.

5.1 Taboo function

It is related to language taboos, in the process of language communication, sometimes need to talk about people prohibited or taboo to say certain words), that is, taboo language, and these taboo content must also say can not be, to use a roundabout and euphemistic way of language expression, that is, euphemisms. The use of euphemisms to cover up the embarrassing facts that make it difficult for people to speak, avoiding the possible embarrassment and abrupt phenomenon in the communication, giving both sides of the communication to the gentle, subtle, elegant impression.

5.2 Polite function

Professor Qian Guanlian once said: "'Pick the good (words) to say' is a speech activity in one of the most common aesthetic strategy, it shows the human pursuit of meaning, shows the

utilitarian purpose and the efforts to remedy the topic of inappropriate to say." The function of politeness can avoid presumptuousness and rudeness in communication by using more polite language or sayings , not only to take care of the face of the other party, but also to make themselves appear more polite and cultivated.

5.3 Masking function

The masking function requires cross-cultural communicators to have insight into the substance. Due to the ambiguity inherent in euphemisms, they are more neutral when used in relation to something unpleasant or embarrassing. For example, it is used to cover up serious social problems such as poverty and crime. People use substandard housing to express slum as depression, action to express violence, and so on.

6. CONCLUSION

With the progress of human civilization, euphemisms are more and more widely used in social life. However, in cross-cultural communication, if we don't understand each other's cultural background and don't pay attention to the differences between English and Chinese euphemisms, sometimes we can't accurately judge and parse each other's messages, which may cause obstacles in cross-cultural communication. Therefore, we need to grasp euphemisms in a dynamic way, so that we can break through the barriers and constraints of our respective cultures to appreciate, recognize and effectively use them, so that they can better serve cross-cultural communication and improve the effectiveness of cross-cultural communication.

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