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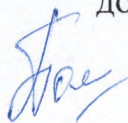
**УЖИВАННЯ ЕВФЕМІЗМІВ У СУЧАСНОМУ АНГЛО- ТА
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**THE USE OF EUPHEMISMS IN MODERN ENGLISH AND UKRAINIAN
POLITICAL DISCOURSE**

035.10 «Philology (Applied Linguistics)» Qualification work for
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АНОТАЦІЯ

Кваліфікаційна робота викладена на 85 сторінках (обсяг основного тексту – 71 сторінка). Робота складається зі вступу, трьох розділів (із висновками до них), загальних висновків та списку використаних джерел (88 найменувань, з яких 19 представляють собою ресурси ілюстративного матеріалу). Матеріалом дослідження слугують промови таких відомих політичних лідерів як президент США Джозеф Байден, прем'єр-міністр Канади Джастін Трюдо та президент України Володимир Зеленський.

Робота подає результати досліджень, спрямованих на визначення поняття «евфемізм» як лінгвістичного феномену в англо- та україномовному політичному дискурсі. Дослідження генези термінологічного апарату поданого поняття дозволяють окреслити також функціональні особливості та підходи до класифікування евфемізмів. Вивчення евфемії сьогодні є актуальною лінгвістичною проблемою, адже останнім часом процеси утворення евфемізмів відбуваються надзвичайно інтенсивно. У ході дослідження особлива увага приділяється вивченню явища евфемізації в політичному дискурсі, що зумовлено визначальною динамікою в розвитку політичної мови в сучасному суспільстві. Крім того, евфемізація розглядається як обов'язкова умова політкоректного мовлення у міжкультурній комунікації. Вивчення евфемізмів та їх впливу на політичний дискурс представляють собою необхідний етап у розумінні лінгвістичних стратегій, використовуваних у сучасній суспільно-політичній сфері. У цьому контексті, особлива увага приділяється унаочненню сучасної війни в Україні в контексті лінгвістичної трансформації.

Ключові слова: евфемізми, евфемізація, політичний дискурс, політкоректність, комунікація, політичний евфемізм, мовні засоби, російськоукраїнська війна, політика, лідери, агресія.

ABSTRACT

The qualification work is presented on 85 pages (the main text is 71 pages). The work consists of an introduction, three chapters (with conclusions to them), general conclusions and a list of references (88 items, including 19 sources of illustrative material). The research material is derived from the speeches delivered by such prominent political figures as U.S. President Joseph Biden, Prime Minister of Canada Justin Trudeau, and Ukrainian President Volodymyr Zelenskyy. The paper presents the results of research aimed at defining the concept of "euphemism" as a linguistic phenomenon in English and Ukrainian political discourse. The study of the genesis of the terminological apparatus of this concept also enables the delineation of functional features and approaches to the classification of euphemisms. The study of euphemism is currently a pertinent linguistic issue, as the processes of euphemism formation have been extremely intensive in recent years. Throughout the research, special attention is directed towards the examination of the phenomenon of euphemization in political discourse, which is due to the determining dynamics in the development of political language in modern society. Additionally, euphemization is considered as a prerequisite for politically correct speech in intercultural communication. The exploration of euphemisms and their impact on political discourse represents a necessary stage in comprehending the linguistic strategies implemented in the present-day sociopolitical realm. In this regard, particular emphasis is placed on the representation of the ongoing war in Ukraine within the framework of linguistic

transformation.

Keywords: euphemisms, euphemization, political discourse, political correctness, communication, political euphemism, linguistic means, RussoUkrainian war, politics, leaders, aggression.

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INTRODUCTION

As it is widely acknowledged, the anthropological vector of linguistic science is currently focused on the exploration of a broad spectrum of linguistic phenomena related to various communicative situations. Linguistic trends can be largely characterized by the increasing use of lexemes which make it possible to veil, soften, or disguise reality. In linguistic practice this process is commonly referred to as euphemization.

One of the central features of euphemisms lies in their capacity to disguise or neutralize concepts imbued with social or ethical connotations, and they constitute a pivotal component within the linguistic strategy in various areas of communication, including political discourse. Euphemisms act as diplomatic tools empowering politicians to address sensitive issues without explicitly naming them. Through meticulous word selection, politicians can ameliorate the severity of their statements or actions, aiming to maintain the delicate balance between asserting their goals and maintaining a diplomatic tone.

Today, the political situation of a country is inextricably linked to the social well-being. The competence of political figures and participants in political communication in the international arena and within the borders of the state allows them to disseminate ideas, establish connections, promote the formation of a civic position, and influence public opinion by presenting events and actions in a particular light. Leaders use this language tactic to draw attention to the emotions and prejudices of their domestic and international audiences. Official political speech, as a means of communication between politicians and the public, is especially important now during the period of Russian aggression against Ukraine.

In the context of the war in Ukraine, euphemisms in political discourse are used to minimize the rigidity or aggressiveness of concepts related to hostilities and war.

The theoretical basis for writing is the works of such foreign scholars as K. Allan [34; 35], K. Burrige [37; 38], D. Crystal [43], R. Holder [49; 50], W. Lutz [56], J. Neaman [59], H. Rawson [64], R. Spears [66], T. A. van Dijk [67] and such Ukrainian scholars as F. Batsevych [1; 2], V. Velykoroda [5; 6; 7], Z. Dubynets [14; 15], I. Milieva [20; 21], H. Paionkevych [24], O. Pokhyluk [26], O. Selivanova [28], N. Shevchuk [33]. Other Ukrainian and foreign monographic literature, periodicals, Internet sources, and dictionaries of euphemisms related to the subject of the study were also analyzed in the course of writing this paper.

The relevance of the topic is stipulated by the necessity for a comprehensive and integrated analysis of euphemistic units as a linguistic phenomenon in both English and Ukrainian political discourse. The constant dynamism of the politicization of societal consciousness and the evolutionary transformations of political discourse gain particular significance against the background of current global challenges. This research attracts considerable scientific interest with the aim of meticulously analyzing the phenomenon of euphemism, especially in the context of media coverage of events in Ukraine by the leaders of the world's leading countries.

The purpose of the thesis is to conceptualize the notion of euphemism in modern political discourse and to identify the peculiarities of its use by the leaders of the United States, Canada, and Ukraine amidst the Russo-Ukrainian war.

The realization of this purpose involves solving the following **tasks**:

- to examine the approaches to the definition of the concept of "euphemism" by different scientists in linguistics;
- to determine the functional peculiarities of euphemistic nominations;
- to analyze the classifications applied to the study of euphemistic lexical units;
- to reveal the meaning of political discourse and its linguistic features;

- to determine the role of euphemism in politically correct speech;
- to analyze the use of euphemistic constructions by the leaders of the USA, Canada and Ukraine;
- to conduct a comparative analysis of the use of euphemisms in the speeches of political figures.

The object of the study is euphemistic units as elements of modern political discourse.

The subject of the work is the main features of the functioning of euphemisms in the speeches of the leaders of leading countries in the world.

The research material is based on the speeches of such prominent political leaders as U.S. President Joseph Biden, Prime Minister of Canada Justin Trudeau, and Ukrainian President Volodymyr Zelenskyy. Fragments of the speeches for further analysis of euphemistic nominations in modern political discourse were sourced from the official website of the U.S. Embassy in Ukraine, the Prime Minister of Canada, and the President of Ukraine.

To address the outlined tasks, the following research **methods** were employed: the method of analysis (review of scholarly literature and analysis of dictionary data), selective method (selection of lexical units for further research), functional method, descriptive-analytical method, lexical-semantic analysis (identification of peculiarities of the semantics of units), comparative method (comparison of scientific approaches), method of contextual comparison and contextual analysis (distinguishing euphemisms in speeches).

The theoretical value of this study lies in its capacity to augment linguistic scholarship concerning euphemisms, encompassing their classification, functional attributes in English-language discourse, and mechanisms of creation. Within the realm of political discourse, the investigation elucidates linguistic strategies employed for the manipulation of information, the exertion of influence on public opinion, and the veiling of adverse facets. An examination of politicians' usage of euphemistic designations during times of war facilitates an appreciation of its

linguistic dimensions and influence on civil society, alongside the identification of both detrimental and advantageous aspects associated with the deployment of such euphemisms.

The practical significance of the obtained results is that the factual material and conceptual networks for the analysis of euphemisms can be applied in the further study of euphemisms in the field of such theoretical disciplines as cognitive linguistics, psycholinguistics, neurolinguistics, and pragmalinguistics. A meticulous analysis of speech strategies employed by politicians in using euphemisms may serve as a crucial source for formulating new theoretical approaches and paradigms in the field of political discourse research. The findings obtained during the investigation open avenues for a systematic analysis of linguistic tendencies and dynamics of euphemistic usage in political contexts, particularly in the realm of political linguistics.

The scientific novelty of the work lies in the establishment of the linguistic essence of euphemisms and their functioning in the language, along with the exploration of the specificity of their manifestations in modern English and Ukrainian political discourse. Particular attention is paid to the disclosure and analysis of the subtle nuances of euphemistic vocabulary in the context of the RussoUkrainian war, as well as the specifics of the speech strategies of euphemisms used by influential political figures to express their views and positions regarding the given geopolitical situation.

The structure and scope of the thesis are determined by its purpose and objectives. The work consists of an introduction, three chapters with conclusions to each of them, general conclusions, and a list of references, which includes 80 items.

The introduction motivates the choice of the object of study, substantiates the relevance of the chosen topic, reveals the scientific novelty of the work, its theoretical value and practical significance; defines the subject, object, aim and main objectives of the study, indicates the research material.

The first chapter, "Theoretical and Methodological Foundations of the Study of Euphemisms," identifies the main tendencies in the definition of the concept of "euphemism" based on theoretical insights of domestic and foreign linguistic research. The functional aspects of euphemisms are highlighted and thoroughly analyzed, revealing their essence in linguistic expression and application in various contexts of communication. The theoretical approaches of scientists to the classification of euphemisms are considered in detail, identifying different types and categories.

The second chapter, "Euphemization as a Phenomenon of English Political Discourse," examines the key theoretical approaches to defining the concepts of "discourse" and "political discourse" in the context of scientific research and examines and clarifies the essence and role of the concept of "political correctness." Additionally, the phenomenon of doublespeak in political correctness is investigated, determining its impact on speech practice and information perception. The chapter also focuses on the role of euphemization in political correctness, considering it as an essential linguistic tool for softening expressions and avoiding conflicts in political discourse.

The third chapter, "Analysis of the Euphemistic Potential of the Lexicon of World Leaders in the Context of Hybrid Warfare," provides a detailed analysis of euphemisms used in the speeches of the leaders of the United States, Canada, and Ukraine. A comparative analysis of these euphemisms is carried out to identify similar and different speech strategies in the political discourse of each country.

The conclusions summarize the results of the research.

CHAPTER 1. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF THE STUDY OF EUPHEMISMS

1.1. Approaches to the definition of the concept of "euphemism" in linguistics

The peculiarities of language development in the 20th and 21st centuries, along with the processes of internationalization, technological, scientific, and informational progress, have engendered a dynamic development of the lexical composition of modern English and the influx of units with qualitatively new features into the language. The influence of politics and mass media on the linguistic situation has spurred the adoption of words with the so-called lace function. These are lexical units that are aimed at concealing a certain meaning or giving a new shade to a sharp or unacceptable expression in a given context. In linguistic tradition, such a process is conventionally termed as euphemization.

Etymologically, the word "euphemism" is derived from the Greek word *euphēmismós* (εὐφημισμός), which signifies *uttering sounds of good omen, fairsounding, or auspicious*. Breaking down this term, prefix *eû-* (εὐ-) conveys the sense of *good, well* and the stem *-phēmē* (-φήμη) means *prophetic speech, rumour, talk*. Thus, the words are combined together to signify the meaning of *speaking well* [57, p. 387].

The phenomenon of euphemization and the formation of euphemisms traces its origins to the early stages of human civilization and is closely tied to the nature of primitive man, serving as a manifestation of mythological beliefs and cognitive processes prevalent among individuals during that era who sensed their vulnerability to the forces of nature. In this manner, at the stage of primitive superstitions created by humans, the oldest layer of euphemisms began to develop – words designed to conceal the actual representation of certain phenomena or objects. The superstitious fear of ancient people towards directly naming objects and phenomena with negative meanings gave rise to the formation of so-called social taboos on the use of specific terms, substituting them with more tactful alternatives. However, over time, its usage expanded to encompass any crude, offensive, severe, embarrassing, direct, or otherwise impolite term [54, p. 130].

The process of human socialization, the transformation of a person into a collective being, serves as the impetus for the expansion of the scope of euphemisms. Euphemisms emerged in England during the 16th century in relation to the growth of Puritanism and the aim to cleanse language of blasphemous terms. They gained popularity in the 18th century, particularly among the English nobility, who deemed it inappropriate to directly refer to certain subjects by their names.

The universal scientific definition of the concept of "euphemism" remains the subject of constant debate, since there is no specific definition that would exhaustively interpret the conceptualizations of this phenomenon. An analytical review of sources reflecting the current state of the study of euphemism as a phenomenon by foreign and Ukrainian scholars has revealed the interpretive heterogeneity of the interpretation of the central concept (euphemism) within the linguistic tradition.

The eloquent term "euphemism" was initially introduced to the literary world in the early 1660s by the esteemed British writer Thomas Blount, gracing its pages within his renowned work "Glossographia" (1656). In this opus, he astutely characterized euphemism as "a good or favorable interpretation of a bad word" [46].

Australian linguists K. Allan and K. Burridge provided a definition of euphemism that is closely tied to one's reputation. According to them "[a] euphemism is used as an alternative to a dispreferred expression, in order to avoid possible loss of face: either one's own face or, through giving offence, that of the audience, or some third party." They view the use of euphemisms as a way to be polite in speech. Allan and Burridge also explained that euphemisms can be seen as a form of "sweet talking," where the original meaning is enhanced through the use of a more pleasant language [34; 35].

McArthur interprets a euphemism as a word or phrase used in place of a taboo word or representation to avoid scary, unpleasant, or negative topics. He considers the concept of euphemism as a word or phrase employed as a courteous substitute for another that is considered too painful or offensive for many areas of use, such as religious, political, and literary [53, p. 65].

David Crystal describes it as "the use of a vague or indirect expression in place of one which is thought to be unpleasant, embarrassing, or offensive" [43, p. 128].

Due to the tendency of euphemisms to change over time, psychologist Steven Pinker of Harvard University coined the term "euphemism treadmill" [62]. This term refers to the inclination of words to acquire a derogatory form by referring to negative and offensive phenomena, necessitating their replacement with more acceptable, official, and polite expressions. According to the scholar, such euphemistic lexicon develops inevitably, and new euphemistic terms will replace emotionally charged and unpleasant concepts until they acquire such connotations through negative associations. This happens because, on a subconscious level, the recipient transfers the meaning of the replaced taboo to the euphemism.

According to H. Rawson, euphemisms are powerful linguistic tools that are deeply embedded in the English language so that speakers who communicate straightforwardly, frankly cannot even get through a day without euphemistic designations [64, p. 5].

R. Spears contends that the euphemism is "a stylistically and emotionally neutral word or expression that replaces other, more sharp and more indecent words or expressions" [66, p. 6]. Renowned researcher J. Neaman defines euphemisms as "softened, euphonious words or expressions that, under certain conditions, serve to replace those designations that appear indecent, undesirable, impolite, or overly harsh to the speaker" [59, p. 36].

M. Casas considers euphemization as "a speech act, being the discursive use by the speaker of some lexical substitutes – habitual, lexicalized, occasional or creative – which, through a set of linguistic and paralinguistic resources, and in a certain pragmatically determined context or situation, allow the lexical neutralization of a forbidden term" [40, p. 732].

The new approach entails considering euphemism not as a lexical phenomenon but as a discursive one, within the framework of a pragmatic definition integrated into communicative linguistics. In the context of this approach, it is proposed to define euphemism or dysphemism as a cognitive process of conceptualizing a forbidden word, which is manifested in discourse through the use of linguistic mechanisms, including various types of substitutions: lexical substitution, phonetic substitution, morphological substitution, composition or inversion, syntagmatic groupings or combinations. These mechanisms enable the weakness or, conversely, intensification of a specific prohibited expression in a given context or pragmatic situation [40, p. 738].

In Ukrainian linguistics, according to the perspective of the Ukrainian linguist F. Batsevych, euphemisms are emotionally neutral words or expressions used instead of synonymous words or expressions that may appear indecent, rude, or tactless to the speaker [2, p. 324].

The definition provided by researcher V. Velykoroda notes that "euphemisms are units of secondary nomination with a relatively positive connotation used to replace direct designations, the use of which is considered undesirable for socially or psychologically predetermined reasons" [7, p. 7]. The researcher emphasizes that

euphemisms are a type of emotionally motivated vocabulary, and therefore, they are characterized by a more intricate semantic structure compared to neutral vocabulary. In addition, the researcher notes that euphemistic lexicon is inherent in the connotative aspect of meaning, which performs an emotional and evaluative function. The reasons for using euphemisms are also related to the desire not to use taboo vocabulary, to disguise or hide certain realities from public attention, and to achieve a pragmatic effect on the addressee. Thus, euphemisms are neutral or positive words or expressions that replace other unacceptable expressions that are avoided due to social and moral prohibitions, as well as "threats of discrimination against the individual or contradiction of the speaker`s pragmatic intentions" [7, p. 14].

Ukrainian scholar L. Bulakhovskyi, defining the term "euphemism," also highlights its connection to the phenomenon of taboo. From the researcher`s standpoint, euphemisms are substitute words that are used in lieu of direct nominations of phenomena that cause fear among communicants, allowing them to mention these phenomena in communication "without the danger of evoking the evil forces behind the word" [4, p. 44].

According to the esteemed Ukrainian scholar O. Selivanova, euphemism can be characterized as a deliberate substitution of words or phrases, employed with the intention of delicately veiling certain concepts that might otherwise be deemed undesirable or overly harsh. This linguistic phenomenon serves to soften the impact of such expressions or cloak them in a more restrained manner, often in response to societal, political, historical, cultural, religious, ethical, and aesthetic considerations [28, p. 135].

A Ukrainian scientist A. Halaichuk offers the following definition: "Euphemisms are indirect nominations of objects and phenomena for which there is a certain direct nomination but for some reason its use is undesirable, indecent or prohibited in a particular society" [11, p. 231].

In Merriam-Webster`s Advanced English Dictionary, it is also defined as "the substitution of an agreeable or inoffensive expression for one that may offend or suggest something unpleasant" [58].

The Cambridge English Dictionary gives the following definition of the concept under study: euphemism is "the use of a word or phrase to avoid saying another word or phrase that may be unpleasant or offensive, or the word or phrase used" [39].

In turn, the Collins English Dictionary defines the concept of euphemism as a "polite word or expression that is used to refer to things which people may find upsetting or embarrassing to talk about, for example sex, the human body, or death" [42].

Summarizing the opinions of various scholars, it can be concluded that a euphemism is a word or expression, a trope used for indirect, hidden, particularly softened, polite designation of certain objects, phenomena, actions, and silencing their direct name. The use of euphemisms in the language is closely related to the attempt to replace socially or psychologically unacceptable terms with alternatives that possess a more neutral connotation. Consequently, euphemisms are regarded as a suitable and aesthetically pleasing method of conveying information effectively [5, pp. 212–215].

It should be added that euphemisms are rightly considered a rich source of replenishing the lexical potential of the language by expanding the existing ones and creating new synonymous series of different spheres of use. However, researchers also distinguish variants of "negative" interaction of euphemism with lexical units [50, p. 16], wherein the euphemism displaces the linguistic unit it replaces or displaces another substitute from the active usage into the passive zone of a synonymous series [36].

Euphemisms have become an integral part of the lexical inventory of language. Despite the fact that they are relatively stable elements, euphemisms undergo changes, entering and exiting vocabulary circulation. Moreover, some

substituted synonyms have been used so frequently that they went through the process of lexicalization and have no obvious euphemistic origin, as in the case of duality of statements – a form of euphemization with a specific intent to mislead, misinterpret, or conceal unpleasant facts.

V. Noble in his work "Speak Softly: Euphemisms and Such" clearly indicates that a euphemism can be not only mild and polite, it can also conceal or mislead [60, p. 44].

The number of euphemisms is constantly changing, and these processes occur systematically. Two fundamental principles are responsible for this: Gresham`s Law of Language and the Law of Succession. Gresham`s Law can be summarized as follows: negative meanings or associations of words supersede positive meanings [64, p. 5].

Gresham`s Law of Language governs the second euphemistic principle – the Law of Succession. Once a euphemism begins to be associated with the "negative" word it veils, speakers strive to avoid it. When speakers begin to be wary of a particular term, it becomes necessary to create a new euphemism with a more positive connotation. This process can persist, thereby forming chains of euphemisms. The Law of Succession, leading to the formation of euphemistic chains or synonymous groups of euphemisms for denoting a particular concept, leads, on the one hand, to the enrichment of the language`s vocabulary and, on the other hand, to the accumulation of a substantial amount of passive vocabulary. Sources of replenishment of euphemisms are borrowings from neutral vocabulary, foreign words, and neologisms [64, p. 4].

Therefore, the phenomenon of euphemia has always been considered a multifaceted and unique linguistic phenomenon, constantly evolving and is widely used in various spheres of linguistic activity. Thus, euphemisms have become an integral part of the vocabulary of language. They serve as expressive stylistic devices, enabling language variation based on different conditions, veiling, and concealing intentions if necessary, avoiding communicative conflicts that may arise

in the direct communication among different individuals, objects, and properties. Additionally, they function as eloquent artistic means of expressive speech, contributing to the creation of diverse meaningful connotations. Euphemisms, in their usage, not only serve as a tool to smooth out negative aspects and create a positive image but also possess the potential to mislead and conceal unpleasantness. Such an impact on the semantics and emotional perception of speech allows euphemisms not only to replenish the lexical arsenal of the language but also to actively interact with the psychological dimension of communication, forming specific perceptions and reactions in the audience.

1.2. Functional features of euphemisms

In modern world, the scope of euphemism usage is exceptionally broad, as their use is no longer limited to everyday life but is a significant part of political, diplomatic, and media discourse. First of all, the proliferation of euphemisms and the intensity of their development are particularly noticeable across various discourse domains. Consequently, euphemisms are compelled to perform a considerable array of diverse functions, assuming leading roles within the linguistic system.

Unfortunately, today there is no singular comprehensive list of the primary functions of euphemisms that would be recognized by all scholars. However, most linguists believe that the use of euphemisms in communication is aimed at mitigating sensitive issues, avoiding taboo topics, fostering cooperation, and polite communication with the interlocutor. In other words, all functions of euphemisms should be aimed at avoiding unpleasant, offensive or conflict situations during communication.

Ukrainian researcher A. Halaichuk argues that the main function of euphemisms is the intention "to conceal, veil the direct meaning of certain words, which in a given society are considered indecent or deemed to cause moral harm to

others" [10, p. 22]. At the same time, I. Milieva, in her study, argues that the main function of euphemisms is the function of politeness. Its essence is to avoid illiterate and uncultured words [20, p.135]. As J. Channell has stated, "ambiguity is used as one of the ways to comply with the rules of politeness for a particular culture" [41, p. 98].

Qi Pan mentions in her study that there are four functions of euphemism:

The first is the function of being polite. The function of being polite of euphemisms is manifested in their ability to facilitate the expression of unpleasant or taboo concepts by smoothing statements and avoiding direct or confrontational expressions. This linguistic mechanism allows to protect the recipient from possible discomfort or resentment that may arise from direct confrontational statements. Such an approach acts as a means of managing impressions and interaction in a speech act, especially in situations where mutual understanding and maintaining a positive tone of communication are crucial. The function of politeness of euphemisms is evident in various linguistic contexts, contributing to the improvement of communicative understanding and the provision of constructive exchange of information [61, p. 2108].

The second is the function of gloss-over. With the development of society, the range of lexical sensitivity expands. The function of gloss-over of euphemisms is manifested in their ability to use a soft, concealed, or mitigated lexical form to express unpleasant or unacceptable concepts. This function is aimed at creating the effect of ambiguity or reducing the emotional load for the addressee, helping to protect them from direct contact with negative aspects of reality. The use of abstractions, metaphors, or light expressions in the function of gloss-over helps to conceal the true sense and express unpleasant issues in a less burdensome way. This linguistic strategy is designed to ensure sophistication and cultural appropriateness in communication while ensuring effective information exchange.

The third is the function of avoiding taboos. This function is manifested in euphemisms through a deliberate selection of lexical items to express sensitive or

socially ambiguous topics. This linguistic mechanism serves as a means of adhering to politeness and refusing direct or offensive statements that may contradict generally accepted moral or cultural norms. The speaker uses euphemisms to overcome taboo-induced situations or topics, while preserving the dignity of the interlocutors and avoiding conflicts. This function helps to create a communication environment where topics that may cause shame or indignation can be discussed without negative repercussions [61, p. 2108]. In his research, Wardhaugh Ronald states that "Taboo and euphemism affect all of us. Each social group is different from every other in how it constrains linguistic behavior in this way, but constrains in the same such way it certainly does" [68, p. 231].

The fourth is the function of disguising. The function of disguising in euphemisms is manifested in their ability to transform or conceal aspects of reality that may evoke unpleasant or offensive associations. This function is aimed at creating an additional ethical and aesthetic layer in the communicative act. The use of euphemisms for disguise makes it possible to adapt expressions to sociocultural norms, smooth out the impression of negative concepts, and make speech more acceptable to the audience. This aspect is crucial for the analysis of language strategies in the context of delicately expressing conflictual or sensitive topics in public discourse [61, p. 2110].

A foreign researcher R. Rada, in her scientific investigations, argues that euphemism is a socially predetermined form of expression that formulates amorally perceived aspects of words or concepts in a mitigating manner [63, p. 65].

With this in mind, it is important to consider six different functions of euphemisms proposed by the famous Australian linguist Kate Burridge, namely [37; 38]:

1. The Protective Function. A protective euphemism, within the framework of language strategy, can be interpreted as a linguistic mechanism aimed at a unique way of expressing and protecting against the expression of forbidden or

socially unacceptable concepts. Faced with an unexpected confrontation with complex nature, the language user seeks to demonstrate the skills of adapting lexical usage to a variety of contexts and marking areas of topics that are considered sensitive for discussion due to objective or sociocultural considerations. In its fundamental role, a defensive euphemism is a verbal resource designed in response to existing taboos in the sociocultural space, thereby reflecting the strategic deployment of this communication tool.

2. The Underhand Function. An underhand euphemism serves as a strategic tool for mystifying and distorting the meaning of expression. This linguistic strategy uses alternative expressions to substitute direct terms, aiming to preserve the true essence of the issue under discussion from the interlocutor. The use of euphemisms is aimed not only at avoiding offensive expression and negative associations but also at deliberately misleading others by actively masking the essence of the message. Such linguistic maneuvers can be perceived not merely as an attempt to evade negative connotations but also as component of a strategic game designed to create a distorted reality or an impression that contradicts the real situation.

3. The Uplifting Function. An uplifting euphemism is defined as a linguistic technique aimed at emphatic expression and mood enhancement. This type of euphemism corresponds to hyperbole, which not only masks the actual meaning of a particular term but also replaces it with a more vivid and sophisticated equivalent. The uplifting euphemism, as a conceptual strategy, involves the use of alternative expressions and terms that are supposed to be more acceptable or desirable for the speaker in a particular context. In accordance with Burridge's understanding, the use of such euphemisms is predominantly geared "to talk up and to inflate". On the other hand, these expressions serve not only to conceal facts but also to emphasize the positive aspects of the discussed subject, which contributes to its elevation and encouragement.

4. The Provocative Function. A provocative euphemism is defined as a linguistic instrument aimed at revealing and inspiring, capable of actively interacting with the audience. In contrast to traditional euphemisms, which are used as a means of preserving a certain image, provocative expressions often possess deep semantic potential, exceeding mere avoidance of negative connotations. Provocative euphemism contributes to the disclosure and inspiration of new thoughts and ideas. According to Burridge's assertions, provocative euphemism is used to dispel negative stereotypes ingrained in society. This is achieved by influencing another person, prompting them to articulate a specific message veiled in a term. These euphemisms are often employed in satirical situations for criticism or illumination of taboo topics in societal discourse. It is noteworthy that their usage is deliberately provocative and aimed at stimulating open discussion and intellectual development.

5. The Cohesive Function. A cohesive euphemism, considered as a linguistic tool for expressing solidarity, proves its efficacy in specific scenarios. In such conditions, euphemisms act as a means of facilitating the work process, contributing to smoothing out troubles, and also contributing to the maintenance of interpersonal relations. The community demonstrates its affiliation through the use of euphemisms and taboo expressions, indicating social cohesion. According to the terms of Burridge, euphemisms reveal their connectedness, especially in the context of defined groups, and contribute to the strengthening of group identity and the formation of solidarity relations.

6. The Ludic Function. A ludic euphemism, integrated for entertainment purposes, is a linguistic device aimed at eliciting a humorous effect and presenting information in a humorous way. This unique aspect of linguistics is used in both spoken or written expression with the aim of causing laughter and creating an atmosphere of entertainment. The use of ludic euphemisms can foster an emotional connection between communication participants and facilitate the perception of intricate or unpleasant topics, making them more accessible and acceptable to the audience.

Euphemistic substitutes, as a type of expressively colored vocabulary, possess a more intricate semantic structure than neutral vocabulary: euphemisms are characterized by connotative semantics that absorbs all the information and realizes evaluative and emotional functions. The emotional and evaluative component, in conjunction with the basis of assessment, forms the connotation of euphemisms, which leads to the predominance of the pragmatic component over the significative one in the semantics of euphemistic units. Euphemistic connotation delineates the pragmatic meaning of euphemisms – information about the subjective-evaluative, emotional attitude to the denotation, or the direct nomination itself.

Based on the pragmatic features of the use of euphemistic vocabulary, V. Velykoroda proposes a more comprehensive classification of the functions of euphemisms, emphasizing the following functions [7]:

Veiling function of a euphemism is aimed at softening and veiling a lexical unit that is undesirable in a certain context. It is responsible for the possibility of concealing negative social phenomena from the recipient and demonstrating certain events in the right light. This function of euphemisms is especially clearly traced in the speech of politicians and public figures.

Cooperative function reflects the inclination of communicators to maintain language cooperation for the purpose of achieving communication goals and fostering conflict-free communication with the recipient.

Preventive function involves the use of euphemistic words and expressions as an alternative to ancient taboos that have been preserved in the human consciousness since ancient times. V. Velykoroda emphasizes that the preventive function extends to euphemisms associated with physiological, religious, and ritual processes [7].

Rhetorical function entails the speaker's endeavor to influence the value settings of the recipient in a certain way, alter their attitude towards the information conveyed, to encourage them to take certain actions.

Elevative function – the addressee presents aspects of reality in a more positive light, exaggerating low or average standards. The use of euphemisms endowed with this function results in a humorous and ironic tone in the expression.

Conspiratorial function involves the deliberate euphemization of unacceptable norms or facts of reality by representatives of specific groups formed by social and professional affiliation or considering age-specific features in order to conceal the true essence of the message from those who are not part of the group.

Distortive function refers to the distortion of information in the consciousness of the addressee through the use of euphemisms. From the researcher's perspective, euphemisms, which are inherent in the distortive function, are employed to nominate the most unacceptable aspects of reality for the addressee [7].

Some of the functions identified above are accompanied by a manipulative effect, which is the result of appealing to the recipient's consciousness and encouraging them to take specific actions. In such cases, the manipulative effect of euphemisms is so significant that one can speak about the linguistic manipulation of consciousness – imposing on the recipient a certain perception of reality, attitude towards it, emotional reaction, or intention that differs from those that the addressee could form independently. This effect of euphemisms is often realized in various discursive domains, particularly in the political sphere, where manipulation is manifested through the use of euphemisms with a vividly expressed verbal and psychological impact.

H. Paionkevych observes: "The ability of euphemisms to manipulate consciousness is attributable to their ability to veil or hide the unpleasant and unacceptable aspects inherent in a phenomenon, presenting it through the prism of neutral or positive connotations. The average recipient typically lacks the temporal capacity or cognitive ability to promptly isolate and comprehend euphemisms in the flow of information" [24, p. 208].

Thus, euphemisms are universal substitute units that perform a number of functions within the lexical and syntactic systems of a language. In the context of

speakers' use of euphemisms, one or more motivational factors directly associated with the functions of euphemisms become apparent. A comprehensive investigation into the functional features of euphemisms enables the identification of the author's concealed thoughts or even a conscious manipulation of the reader. Most researchers rightfully point out that the functions of euphemisms in texts of different functional styles differ significantly. The common consensus exists that the fundamental functional feature of all euphemisms is an attempt to avoid negative connotations. Depending on the sphere of euphemistic usage, the peculiarities of the communicative situation, the speaker's purpose, and other factors, the euphemistic substitute can perform one or, more often, several functions simultaneously.

1.3. Classifications of euphemisms

Euphemisms, which are inherent in speech activity, constitute a fundamental component of linguistic culture, reflecting the diversity and dynamics of the sociocultural dimension. These expressions, aimed at substituting or mitigating the expression of unfavorable or offensive terms, illustrate a broad spectrum of applications in various sociocultural contexts. An important aspect of their study is the classification of euphemisms, which is essential for elucidating their diversity and role in the linguistic space.

Classifications of euphemisms are constructed with consideration on their social aspects, since classification purely according to formal linguistic criteria does not give the desired outcome in an attempt to comprehend the essence of the phenomenon of euphemization.

Linguistic analysis of euphemisms allows for their categorization into two groups: euphemisms of meaning and euphemisms of form.

Some scholars believe that euphemisms of meaning are the most significant, since they are aimed at veiling the meaning of a concept, often carrying a strong ameliorative effect with simultaneous constancy in the language. To establish a

semantic connection with the lexical composition of the language, a single word is selected, already possessing a non-stigmatized meaning. Upon its perception by the listener, associations are triggered, simultaneously alluding to the stigmatized concept and "diverting" attention away from it [69].

Euphemisms of form (phonetic-graphic euphemisms) differ from euphemisms of meaning in that they do not always perform the euphemistic function. On the contrary, they simultaneously fulfill other functions. They have a weaker reclamation effect because they do not imply a new positive interpretation of the stigmatized phenomenon, as in the case of semantic euphemisms. Euphemisms of form replace the taboo word in a manner that enables the recipient to quickly establish associations with the stigmatized concept. For this reason, euphemisms of form belong to the peripheral ranks of euphemisms.

The lexical subclass of euphemisms is quite broad and heterogeneous, which makes it possible to present euphemisms in different classifications based on different criteria. For instance, taking into account the fixation of euphemisms in the language and the frequency of their use, euphemisms can be classified as commonly used and occasional. It is essential to note that priority is given to the commonly used euphemisms in the field organization of euphemia.

Commonly used euphemisms refer to lexical items that are fixed in general or specialized dictionaries and are frequently encountered in texts and oral discourse with the given euphemistic meaning. At the same time, the euphemistic meaning of commonly used euphemisms does not necessitate any explanations or parallel use of direct designations in the text.

Occasional euphemisms are considered to be individual-contextual substitutions, neologisms, euphemisms of professional vocabulary and social jargon, characterized by limited use and requiring explanations in the context when used beyond the limits of professional discourse.

It should be noted that a special place in the field organization is occupied by euphemisms derived from lexical items of broad semantics, since they cannot be

attributed either to the group of commonly used euphemisms or to the group of occasional euphemisms.

According to H. Rawson, euphemisms can be divided into two major groups: positive and negative. Positive euphemisms multiply and exaggerate the qualities of the subject, thereby embellishing and making the object of euphemism more significant than it actually is. Negative euphemisms, on the contrary, diminish the qualities of the object of euphemization, they are inherently protective in nature (protecting people from naming objects they prefer not to mention). This group includes ancient euphemisms that originated as substitutes for taboos on naming the names of gods and supernatural forces, as well as the names of the deceased [64, p. 13].

R. Holder, in turn, points out that all dictionaries of euphemisms created by British and American lexicographers are constructed on a thematic principle. This lexical and semantic classification is a list of subject and conceptual areas of functioning of euphemisms that vary. The positive aspect of this classification lies in providing an understanding of the spread of euphemisms within a specific culture, and the quantitative composition of euphemisms in a particular group indicates its productivity during a given period. The negative features include the coincidence of some areas, the impossibility of accurately assigning a specific euphemism to a particular group. Due to this, R. Holder even identified a group called "unclassified entries" [50, p. 496].

Another criterion for the classification of euphemisms is the criterion of conscious (unconscious) usage. Taking this criterion into account, H. Rawson distinguishes euphemisms into unconscious and conscious ones. Unconscious euphemisms are words that have evolved as euphemisms but their etymology is not consciously recognized by native speakers during a given period. Conscious euphemisms are deliberately employed by native speakers for a specific purpose, such as avoiding offense to the interlocutor or not placing them in an awkward position [64, p. 3].

Euphemisms constitute a dynamic stratum of the lexicon in any language, as new examples of such vocabulary emerge practically every day. Euphemisms can be categorized into permanent and non-permanent. Permanent euphemisms have been in existence for a considerable period, remaining stable and being utilized by speakers over many years, even centuries. Instead, non-permanent euphemisms (also termed contextual) are acceptable only in a specific context or situation.

There is also a classification based on the area of distribution, which distinguishes universal euphemisms, comprehensible to all native speakers, and local ones, which are adequately perceived within a limited area, that is, understandable to the local population. They can also be divided into borrowed and primary euphemisms. Although research indicates that most euphemisms in a given language, particularly English, are primary, there is still a small fraction of loanwords from other languages.

In addition to the classifications of euphemisms mentioned above, there are others. It should be noted that it is quite difficult to clearly distinguish one group of euphemisms from another. After all, sometimes there are euphemisms that amalgamate features of different types of euphemisms or that stand on the boundary of transition from one type to another, for example, when they move from individual usage to general usage.

V. Velykoroda proposed a classification of euphemisms that encompasses three factors: functional and pragmatic (functions of euphemisms, motivation for use, influence on the addressee), distributive (scope of usage), and lexical and semantic (lexical and semantic centers of attraction of euphemisms within each category of the classification) [7, pp. 6–8]. The division of euphemisms into categories was based on their functional and pragmatic characteristics from dictionaries of euphemisms, mass media, political documents, and fiction, where euphemistic substitutes were selected, which are distributed by the sphere of distribution as follows:

a) commonly used euphemisms – deeply ingrained in human consciousness, covering taboo topics related to religion, death, anatomy, physiological processes, sexuality, negative social manifestations, and human flaws;

b) argotic (argot) euphemisms – are means of secondary nomination, the pragmatic motive of which is to cover up, for some reason, unacceptable phenomena and concepts of reality within a certain professional or social group. Additionally, their usage aims to achieve the desired pragmatic impact on the recipient and to maintain secrecy within the group. According to the priority areas of use, argotic euphemisms are divided into three main groups (political, medical and euphemisms of the advertising sphere);

c) euphemisms for "political incorrectness" – the pragmatic motivational factor for their use is the desire to avoid discrimination based on age, profession, gender, physical ability, ethnicity, race, socioeconomic status, mental adequacy, intellectual abilities, family status, education, etc. [7, pp. 8–9].

The scientist B. Warren classifies euphemisms according to four main methods of creation:

1. The use of different means of word formation, for example: formation of compound words (*comfort station*); derivation (*sanguinary* – in the sense of bloody); formation of acronyms, etc. Such means of word formation are a pivotal aspect of language, enabling the generation of new words and expressions to reflect the diversity of concepts and phenomena in society. This process is necessary for the language to remain alive, flexible, and reflect changes in culture, science, technology, and other areas of life.

2. Borrowings from other languages, for example, *cliché* – is a word of French origin, which signifies something generally accepted, stereotypical, or dislodged from the ordinary due to frequent use, which has lost its originality or become commonplace. The researcher also cites lexemes of the physiological sphere – borrowed words that are used instead of those specific to each language. She notes that foreign language lexemes are more advantageous because they are perceived as

more tactful, thereby enhancing the "tone" of a particular lexeme during its designation.

3. The modification or transformation of lexemes with offensive connotations, for instance: *divil*, *divel* instead of *devil*; *Gad*, *Gosh*, *Golly* instead of *God*. This complex comprises the isolation and transformation of lexical units with offensive connotations, aiming to diminish their emotional intensity and neutralize their negative impact on communication.

4. Giving a new meaning to established words or phrases, for example: *growth* instead of *tumor*; *sanitary engineer* instead of *garbage man*. This linguistic phenomenon is manifested in the introduction of new meanings or the use of existing lexemes in new contexts that go beyond their usual usage. An important mechanism of this process is the rethinking or expansion of the semantic spectrum of lexical units [69, p. 131].

In the article, other methods of creation are also described, such as omitting an offensive word, substitution with indistinct pronunciation, etc. but the scientist notes that such phenomena are encountered much less frequently [69, p. 132]. It is noteworthy that the researcher has conducted a thorough classification, as it reflects the current processes of language euphemization, notably discernible across diverse domains. Additionally, it is important that B. Warren, in the context of euphemistic substitution, introduces a word with the opposite meaning (antonym), which represents a relatively new perspective on the investigated phenomenon.

Domestic researcher O. Saprykina also proposes a thematic division of euphemisms according to the field of formation:

1. Euphemisms associated with discrimination, such as racial or cultural: For example, substituting *black* with *African-American*.

2. Euphemisms that denote unpleasant or terrible phenomena of reality. This category includes expressions related to death, like *to lose one`s life*, illnesses, or mental and psychological disorders, where *mad* is euphemized as *handicapped* when referring to a person with mental disorders.

3. Euphemisms pertaining to the influence of the state on people`s lives, such as designations for military actions: *jail - detention center*; poverty: *poor - disadvantaged*; less esteemed professions: *swabber - cleaning manager*, and so forth.

4. Euphemisms signifying an individual`s age and physical appearance, for instance, terms related to weight: *fat - to be in good keep*; age: *old - advanced in years*; external appearance: *ugly - plain*, and so on.

5. Diplomatic euphemisms: *to kill - to make away* [27, p. 50].

In the realm of language and communication, euphemisms function as not only a component of the lexical aspect but also an integral part of the cultural and social dimension. These designated terms, used with the intention of substituting or softening unpleasant and offensive expressions, intertwine with various sociocultural contexts, reflecting cultural differences and the evolution of speech practices.

The examination of various classifications of euphemisms has revealed that their categories are determined by various criteria, such as the scope of application, frequency of use, area of distribution or thematic nature of the substituted term. Consequently, the structural features of euphemisms in English discourse are closely related to typological characteristics, which are pivotal for comprehending their impact on communication and the formation of the linguistic space of society.

Conclusions from Chapter 1

In the context of contemporary linguistic trends, the use of secondary nominations – euphemistic designations – is becoming increasingly noticeable.

1. In general, the analysis and generalization of the peculiarities of understanding the essence of the concept of "euphemism" in various scientific approaches allows proposing the following definition: a euphemism is a neutral word or expression used by a speaker to replace or soften nominations that are harsh,

unacceptable or prohibited. It serves pragmatic goals of communication, namely, assisting the speaker to establish trusting relationships and communicative cooperation with the audience and effectively influence it.

2. Euphemisms, as units of secondary nomination, can perform various functions primarily dependent on the communicative intentions of the addresser within the message. Among them, the veiling function (softening and concealing negative social phenomena) is highlighted, being the main and most frequently encountered in various discourses. Important are the functions of manipulation and influence, which are most common in realms of politics and the media, because with the help of such units the speaker can influence the behavior, thoughts or value orientations of the addressee. Additionally, preventive, cooperative, rhetorical, elevative, conspiratorial, distortive and other functions, are distinguished.

On the one hand, euphemisms soften and present coarse, obscene language in a more favorable, allowing for discussions of taboo topics without violating moral norms and contributing to the avoidance of various forms of discrimination: gender, race, religion, property. On the other hand, euphemistic nominations are used as a means of manipulating people's opinions and concealing information. There is no unambiguous stance towards euphemism in the scientific world but the rapid development of euphemia in the English language is obvious. Today, euphemistic constructions are integral elements of any discourse.

3. As of now, a definitive classification of euphemistic nominations remains absent within the research conducted by both domestic and foreign scholars. Those scholars who do attempt classifications focus on thematic, lexical-semantic, and structural aspects. Some researchers classify euphemisms according to their area of distribution, frequency of use, and social aspect. Simultaneously, a substantial cohort of scientists undertakes classifications based on the methods of creating euphemistic designations, emphasizing the incorporation of foreign words or expressions, as well as specific morphological and phonetic processes. The use of

euphemistic nominations aligns with its pivotal goal of achieving a successful resolution of a communicative situation without offending the addressee.

CHAPTER 2. EUPHEMIZATION AS A PHENOMENON OF ENGLISH POLITICAL DISCOURSE

2.1. Modern political discourse as an object of linguistic research

In the contemporary world, where language serves not only as a means of communication but also as an instrument for the formation of sociocultural realities and perspectives, the study of linguistic and communicative phenomena is of particular relevance. One of the pivotal concepts that provokes profound reflections of scholars is discourse – not merely as a linguistic phenomenon but also as a significant and complex multidimensional phenomenon that reverberates at the intersections of sciences.

Unfortunately, as of today, scholars have not yet singled out a single definition of the concept of "discourse" since understanding the essence of this term depends entirely on the scope of its functioning.

In general, *discourse* is an ambiguous term that originates from the Latin word *discurrō*, which was used to mean *running about* or *running to and fro*. Later, this term found its way into the French, where it not only changed to *discours* but also shifted its meaning to *speech*. Subsequently, under the influence of the French

language, it transitioned into English, thereby instigating further alterations in its connotation.

Most scholars believe that the term "discourse" was first used by the American linguist Z. Harris in his works. The famous linguist asserts that discourse is "the sentences spoken or written in succession by one or more persons in a single situation". Emphasizing the significance of such a succession, Z. Harris underscores that "language does not occur in stray words or sentences but in connected discourse – from a one-word utterance to a ten-volume work, from a monolog to a Union Square argument" [48, p. 3].

One of the most prominent approaches to understanding this concept is presented by the Dutch linguist Teun A. van Dijk, who defines it as a complex combination of speech practice and extralinguistic factors (knowledge about the world, judgments, opinions, etc.), providing an understanding of communication participants, their goals, as well as the conditions for creating and perceiving a message [67].

A relevant definition is provided by N. Shevchuk, who posits that "in the potential dimension, discourse is a semiotic space that encompasses verbal and nonverbal signs aimed at serving this communication sphere, as well as a thesaurus of precedent expressions and texts." The researcher also refers to this dimension the understanding of fundamental behavior patterns in the communication process, which is characteristic of this type of interaction [33, p. 264].

The most comprehensive interpretation of this concept is found in the works of contemporary linguist F. Batsevych. "Discourse is a type of communicative activity, an interactive phenomenon, a speech flow that has different forms of manifestation (oral, written, paralingual), takes place within a specific communication channel; the synthesis of cognitive, linguistic and extralinguistic (social, mental, psychological, etc.) factors determined by a specific range of "forms of life" depending on the thematic context of communication, and results in the formation of various speech genres" [1, p. 154].

Based on the fact that discourse permeates all aspects of social life, attention should be focused on its functioning in the political realm. Politics has always exerted a characteristic influence on people's life positions and consciousness. However, political activity itself is primarily grounded in the process of communication, because without establishing verbal and non-verbal contact between the speaker and the recipient, the main goal of political activity – manipulation of the mass consciousness – is unattainable.

According to D. Crystal, political discourse is particularly suited to embellishing reality and concealing the true state of affairs. Nowadays, the language of politics is used not only as a tool for forming and expressing opinions but also as a means of disguising them. Political discourse is a challenge that extends beyond the political realm to encompass linguistic and cultural dimensions [43].

Today, politics is pervasive but it depends on effective communication between the politician and their audience, within the realm of societal functioning. Specifically, the pivotal status of politics in public opinion becomes the impetus for the active development of political discourse and attracts attention from both foreign and domestic scholars.

American linguists David and Roger Johnson define the concept of "political discourse" as "the formal exchange of reasonable views as to which of several alternative courses of action should be taken to solve societal problems" [51, p. 317].

Georgian researchers N. Kirvalidze and N. Samnidze consider it necessary to create a new discipline – political linguistics, which aims to "investigate not only thoughts and actions but also political language as an integral part of this process" [52, p. 162].

Scholars H. Vusyk and O. Antoniuk believe that interest in political discourse is associated with the intensification of political relations and the deepening of political contradictions. Since such processes have led to "changes in the lexical, phraseological, syntactic, stylistic system of the Ukrainian language." In general, H. Vusyk and O. Antoniuk put forward the idea that the interaction between language

and political activity is quite fruitful and robust, because language is not only a necessary guarantee of the effectiveness of the communication process but also can provide tangible support in the political struggle. On the other hand, researchers note that political struggle emerges as a rivalry between political figures and the opposition of their political speeches and statements [9, pp. 213–214].

Some scholars point out that the effectiveness of political discourse is the art of persuasion, relying on the skillful application of concepts that are little known to the voter. And that is why voters make unexpected and surprising transitions to other beliefs, sometimes even contrary to the speaker's expectations. The success of persuasion depends at least on the mood of the opponent and on the messages conveyed by the orator's speech.

Political discourse is a set of meanings, cognitive and evaluative values that form the basis of the political culture of a society. It encompasses all forms of human communicative activity, including its reflection on the political world and its own role in it, as well as cultural artifacts revealed through functional political symbolism [31, pp. 104–105].

A characteristic feature of modern political vocabulary is its functional application, which primarily involves not only the transmission of information but also the means intended to its concealment. It serves not only as a tool to attract public attention but is also used to divert it or significantly weaken it. The specificity of political discourse lies in its ability to shape the political priorities of society, sets the parameters for the interpretation of political events, orients members of society in the world of politics, and stimulates political activity. This can occur directly through persuasion and calls to action or covertly through creation of a certain emotional state, mood, and background. Additionally, political discourse brings together members of a society around a particular political group while alienating other social groups [18, p. 211].

Obviously, political discourse reflects the full range of relationships between a person and society. It directly affects the formation of the recipients' worldview.

Most publications emphasize the fact that political discourse is positioned as the realm of politics, encompassing oratorical performances and official texts on political topics, resolutions, decrees, laws, scientific political articles, newspaper and journalistic texts. Each of these varieties of political discourse has its own distinct objectives [17, p. 256].

The study of the role of the political text reveals its importance as a powerful means of influence, having moved on from other forms of information transmission. The majority of researchers agree that audience orientation is the main goal of political expression to form the necessary political beliefs and preferences [8].

The viewpoint presented by O. Herus aligns with the perspective that "within the realm of political discourse, the text of a political speech stands out as the most effective type of public speech among other genres (government discussions, parliamentary debates, creation of party programs, etc.)" [12, p. 32]. Researchers consider speech to be a tool for communicating and disseminating information by a political figure with the purpose of gaining support from the addressee, carried out through manipulation, namely the widespread use of euphemisms. The speeches of political figures abound with euphemistic expressions, aimed at positive, uncritical perception of the addressees by the audience.

Analyzing the peculiarities of political discourse from the perspective of linguopragmatics, it is important to distinguish political speech as a special genre within the system of intercultural communication. The foundation of a political speech is a text that has a clear pragmatic orientation and is characterized by completeness and a certain structure.

In their speeches, a politician (with some exceptions) operates with wellknown symbols, and the effectiveness of the speech is determined by whether these symbols correspond to the expectations and awareness of voters: every politician must influence the opinion of constituents; the language of politics should align with the opinions and assessments of voters (i.e., the inner world of their voters), who are "consumers" of political discourse. This method is not always justified: a politician

tries to win over voters but voters are not always inclined to logical justifications. Usually, it is sufficient to make constituents understand that the position in favor of the policy is in their interest. It is worth noting that a politician, defending their interests, can influence emotions and feelings by playing on moral values in general.

Thus, a condition for the functioning of political discourse is the language of politics as a symbolization of identities, positions and statuses. Political discourse represents a complex and multifaceted linguistic phenomenon, which, in particular, used to be closely intertwined with the concept of a coherent text, and which acquired its own characteristics, features, and attributes at the end of the 20th century. Discourse as a communicative phenomenon is a subject of research not only in linguistics or philology but also in a number of other disciplines, as it stands at the intersection of linguistic, rhetorical, psychological, social space and cultural tradition. Political discourse, as one of the variants of discourse genres, is a dynamic and highly relevant concept that has been actively studied by researchers in various scientific fields over the past two decades.

2.2. Euphemization as a prerequisite for politically correct discourse in intercultural communication

The subject type of the text content and the target content of the expression are directly related to the type of political activity, which finds its reflection in communication (in communicative actions). The peculiarities of the political discourse genre are revealed in the language situation (communication situation), while the interests of the subjects of politics in the process of political activity are decisive for linguistic interaction.

The growth of globalization changes and the internalization of society provoke obvious difficulties in the process of intercultural communication, especially on the political arena. According to I. Miazova, intercultural communication functions as a system of knowledge and skills required for the implementation of speech activities

with representatives of other national and ethnic communities in accordance with established social practice [22, p. 109].

Prevention and elimination of issues related to understanding in the process of intercultural communication are considered one of the key objectives of intercultural communication theory. F. Batsevych leaves no room for doubt that participants resort to various strategies and means to avoid communication failures due to lack of cultural awareness or different perceptions of tactfulness and politically correct language and speech [2, p. 261].

The linguocultural phenomenon of political correctness emerged in the United States in the late 1960s. The development of this phenomenon was driven by the liberalization of the social system, the emergence of new trends in societal life, and the preservation of units in the language that had a somewhat negative connotation concerning these changes. The struggle for political correctness began in connection with public speeches and outrage against lexicon that demeaned the dignity of representatives of certain minorities. Thus, the sociocultural conditionality of the linguistic phenomenon transformed into an acute political problem, the solution of which led to substantial changes in all variants of the English language.

The initial reference of political correctness was registered in the English language in the 1970s. In 1978, the term was documented in the "National Journal," and then, in 1984, it was recorded at the VII International Forum of Gender Studies "Women`s Studies International Forum VII," after which the term gained its relevance, a significance that persists to the present day.

In her study N. Liutianska defines political correctness as the endeavor to eradicate any manifestation of discrimination against people based on gender, ethnic background, physical abilities or sexual orientation [19, p. 509].

The French researcher Christian Delporte believes that political correctness is a way of thinking that, in order to recognize the identity of minorities and groups, seeks to remove from the lexicon all items that could show a dismissive, offensive or discriminatory attitude towards them and provoke stigmatization of a person`s

origin, physical characteristics, behavior and social status. The scholar calls political correctness a "reinterpretation of the lexical repertoire" [44].

The most prevalent definition of political correctness, which is most often found in modern research, is derived by Kay Losey. In her view, political correctness constitutes a system of programs, initiatives, and perspectives devised with the aim of refining societal engagement with specific social groups, as well as enhancing their lives and roles within the broader social framework [55].

Political correctness is even declared the greatest intellectual threat of the 21st century, undermining the ideological foundations of American society and the entire Western civilization. Proponents of political correctness, on the other hand, perceive it primarily as a tool for preventing and mitigating acute social conflicts, enhancing the political and legal culture of society [30].

It is pertinent to acknowledge that the term "political correctness" emerged in response to the necessity of formulating statements in a courteous manner that would not offend the recipient of the discourse. Respectful attitude and avoidance of words with negative connotations are the priorities of political correctness.

The study of politically correct vocabulary broadly encompasses the concept of political discourse. The language of politics is used not only as a tool for forming and expressing opinions but also as a means of concealing them.

Political discourse constitutes a challenge that transcends not only political dimensions but also linguistic and cultural ones. Its design has become feasible due to the rapid evolution of the mass media. Political discourse combines cognitive and social aspects, values, symbols, etc. This type of discourse becomes a part of the process in which individuals construct their own meanings, and the analysis of the outcomes of this process necessitates consideration not only the cognitive sphere (the field of generating judgments) but also national and social peculiarities of people`s mentality and psychology, their value orientations in society.

Political discourse and the phenomenon of political correctness are realized through various stylistic figures and expressive means, among which euphemistic

constructions play a significant role. These concepts are the arena for the functioning of the phenomenon of euphemism, since diplomatic relations, as well as the conduct of internal politics, involve the use of lexical means that hide the negative connotation of a linguistic unit and, accordingly, transform it into a neutral one, bringing a word or phrase closer to its primary denotative function. Euphemism should be seen as a phenomenon, and euphemization as a process. This primarily contributes to the introduction of the concept of political correctness into the discourse [23].

K. Kantur notes that the impetus for active euphemization in different languages is the stringent requirements for observing political correctness [16, p. 210].

In turn, political euphemisms constitute a category of euphemisms used in political communication to soften unpleasant messages, avoid direct nomination of anything that may elicit a negative assessment or offend the feelings of the addressee of political communication, to veil negative aspects of political activity, as well as to intentionally influence the addressee.

Euphemisms that somehow correlate with the ideas of political correctness often mitigate negative economic consequences or are aimed at covering up the aggressive policies of the state, particularly in the context of military actions.

However, some assert that such political lexicon should be called "pseudopolitically correct" because it is used to hide the true meaning of sad events, occurring more frequently in different parts of the world. It is emphasized that the convergence of politically correct language and the mechanism of euphemization, as characteristic in contemporary research, is only partially true. It is not necessary to equate the phenomenon of political correctness with the process of euphemization since political correctness is the speaker's attitude to the surrounding reality (people, social life, environment), while euphemism serves as a means of expressing this attitude, thus acting as an instrument for implementing one's position. Furthermore, the complete identification of politically correct lexicon and euphemisms leads to

the fact that the composition of this lexicon includes words that are far from the goal of "avoiding discrimination." Therefore, it is impossible to consider all politically correct words as euphemistic nominations that form a positive image of a political message and manipulate the mass consciousness. Analyzing political discourse, it can be concluded that politicians rely on political correctness in almost all their speeches, but not all of them contain euphemisms.

Political correctness serves as an effective means of persuasion, as carefully selected lexical devices by a political figure wield significant influence over the listener, compelling them to perceive and represent the situation in a manner aligned with the orator's intentions. This is why politically correct vocabulary is often used in the mass media.

The popularization of political euphemisms through the media is driven by the fact that in the media any individual act of expression contains a certain subjective moment characterized by intentionality, deliberate choice of expression means, and prediction of the pragmatic effect of the expression. In political language, all statements are thought out and carry a certain pragmatic load. The language of politicians is a means of influence with all its inherent techniques, forms, and methods of exercising this influence, and expression during political speeches is clearly social in nature and is purposeful, selective, and evaluative.

To ensure political correctness in political discourse, politicians use two types of vocabulary:

1. Conventional politically correct vocabulary, which includes "permissible" designations for political, social, and economic phenomena. This vocabulary is generally accepted and can be found in dictionaries.

2. Special vocabulary used to form a politically correct picture of the world. This group of words not only politely conveys information but also imposes certain attitudes and principles.

Politicians always resort to euphemisms to illuminate and conceal the harsh truth and avoid invoking anger and panic. Consequently, the audience is unlikely to

receive truthful information from the media when it comes to some sensitive or destructive things. Straightforward statements often compel people feel disconcerted, unhappy, or even scared while communicating.

Stylistic techniques and expressive means are a type of political correctness and serve as an auxiliary tools for veiling offensive information in the media discourse. It favors some words and expressions over others that are absolutely correct and reliable, replacing them with often obscured, inappropriate, and manipulative alternatives. Contemporary media discourse adheres to the principles of political correctness but at the same time creates a model of influence that is beneficial to the subject of influence and forms a distorted image of reality in the minds of recipients. Such a linguistic euphemism arises due to the requirements of a certain situation, the meaning of which is often elucidated in the text. Here, it is used not so much to deliberately disguise the topic or to misrepresent reality; it represents a form of doublespeak.

The American linguist William Lutz investigated the linguistic phenomenon of doublespeak and in his book "Doublespeak: From "Revenue Enhancement" to "Terminal Living" delineated the main examples of using this trend in public discourse. William Lutz argued that doublespeak is a kind of language capable of transforming negative connotations into positive one, turn bad news into good news, make unpleasant facts attractive, and hide the true essence [56, p. 12].

While language serves as a powerful tool for constructing civilization and creating society, it simultaneously functions as a means of manipulation and deception.

Language is the means of cognition of the world around us, and therefore the judicious choice of words is a means of shaping our perceptions, thoughts, and reactions. Reflecting on history, manipulators and dictators adeptly employed such techniques in their speeches, enabling them to control language and, consequently, control society, since the use of substitute words to avoid offense is a euphemism, but concealing some facts or misleading with euphemistically synonymous words

is rather a doublespeak based on a discrepancy between what is expressed and what is actually there.

Moreover, political doublespeak and euphemistic phenomenon do indeed have common features. These include the social determinism of their formation in the language, the binary opposition of parallel designations, and the tendency to change the semantics of words by silencing or distorting conceptual components.

A common feature of such phenomena as political correctness and doublespeak is that they are expressed through euphemistic nominations, and therefore are closely related concepts. It is precisely in this context that euphemistic substitutes act as tools performing the nominative function of language. However, there is a discussion between scientists whether these words can be considered euphemisms, as they may elicit erroneous judgments and perceptions in the recipients of information.

Political language employed for social purposes provides a fertile ground for euphemism, which leads to its allocation as a consubstantial element of political discourse. It is through political communication that new euphemistic expressions have gained prevalence and emerged, particularly concerning racial identity, gender, sexual orientation, social and socioeconomic status, mental and physical development, and so forth.

Any socioeconomic events depicted in English-language discourse can be divided into negative and positive ones, which are perceived by readers in different ways. Usually, positive political phenomena are accentuated through vivid images, catchy headlines and accompanied by statements from prominent figures. Negative economic and social changes, on the contrary, are masked with the help of stylistic resources of speech, in particular, euphemistic units.

Consequently, the phenomenon of political correctness, which has become an integral part of media language in the period of multiculturalism, is defined by researchers in different ways. On the one hand, it is seen as an opportunity for effective combat against intolerance, bias, and injustice, while on the other hand, it

is viewed as a means of political control, manipulation, and obstruction of freedom of speech. However, since language and politics are closely intertwined, from the linguistic perspective, political correctness should be considered as a linguistic tool that leads to social change through the prism of the media. Euphemization is one of the key features of political discourse as it plays a significant role in realizing politicians' aspirations for a tolerant, politically correct and ethical tone of communication in an intercultural environment.

Conclusions from Chapter 2

1. Discourse is a comprehensive term defined as a system of ways of expressing thoughts and perceiving ideas used in speech and communication within a particular sociocultural or professional group. It encompasses not only textual expressions but also a set of conceptualizations, norms, and ways of interaction that form the structure of the speech space in a delimited context.

In recent times, there has been a pronounced surge in global interest in the investigation of political discourse. Political discourse constitutes a complex of meanings, cognitive dimensions, and evaluative aspects that form the foundation of the political culture of a society. It includes all manifestations of human communicative activity, including their reflections on the political world and their own role in it, as well as cultural artifacts expressed through functional political symbolism.

2. Euphemization stands out as a pivotal characteristic within the realm of political discourse, as it plays a significant role in realizing the desire of politicians to have a tolerant, politically correct, and ethical tone of communication in an intercultural milieu. Euphemisms reflect the worldview and moral values of a society, helping overcome intercultural barriers.

The phenomenon of political correctness is interpreted in different ways, encompassing interpretations as a distinct ideology, linguistic movement, cultural

and linguistic category, and linguistic tolerance, etc. Within the framework of cultural and linguistic approaches, political correctness is considered not only as an element of political culture but also as a multidimensional linguistic and sociocultural phenomenon. Thus, there is no unanimous opinion among scholars on this phenomenon, but there is consensus that political correctness is an element of generally accepted norms of behavior and culture in society. Political correctness is primarily characterized by a predisposition to compromise and avoid conflicts, the spread of ideas of multiculturalism, the inadmissibility of disrespectful attitude to the cultural values of different races and peoples, and the desire for their equal coexistence.

The phenomenon of political correctness emerged to ensure justice, equality, and freedom of speech. However, today political correctness has long surpassed the boundaries of tolerance and politeness. In this aspect, political correctness meets the phenomenon of doublespeak and grows into it. The main goal pursued by political correctness is the desire not to offend the interlocutor, in contrast to the phenomenon of doublespeak, which aims to conceal information while creating only the appearance of information exchange.

CHAPTER 3. ANALYSIS OF THE EUPHEMISTIC POTENTIAL OF THE VOCABULARY OF WORLD LEADERS IN THE CONTEXT OF HYBRID WARFARE

Politics has always been an arena where the power of words is crucial, an idea that is especially relevant in the era of information upheavals and political crises. Despite a considerable number and extensive thematic range of linguistic studies on the use of euphemisms in political discourse, the issue of using euphemisms as a means of veiling the meaning of negative expressions in the context of hybrid warfare remains unexplored in modern philological science.

The influence of speech and linguistic expression in political speeches of conscious leaders cannot be overestimated. Since they try not to speak directly about the war and related phenomena, a significant number of euphemisms are used in this area. Given the reticence to directly address matters pertaining to war and its associated phenomena, a considerable array of euphemisms is deployed within this domain. In this context, euphemisms emerge as a linguistic tool that allows expressing sharp, unpleasant information realities in a gentle and nonconfrontational manner. Euphemisms in political speeches assume even greater relevance as they shape societal perception, influence the formation of public opinion, and dictate the course of events. The complete array of substitute terms constitutes an unquantifiable assemblage of lexemes and collocations, encompassing both conventional and occasional linguistic elements associated with a particular war.

The importance of using euphemisms in politics sometimes seems obvious. From global conflicts to national crises, they become linguistic attempts to measure and assess the state of affairs. In the 21st century, Ukrainian society is facing a difficult stage of its development with critical tasks to protect democratic freedoms and liberalization. In particular, the events in Ukraine related to the war in the east and south of the country and the annexation of the Crimea reveal the depth and importance of using euphemisms. The crisis state of political discourse conducted in English and Ukrainian amidst the Russo-Ukrainian war requires special analysis, particularly in terms of ambiguous designations. Instead of using undeniably objective terms such as "war" or "occupation," official statements and diplomatic

speeches adopt softer, less confrontational expressions. These linguistic adjustments create the illusion of softening realities and reflecting events in a less dramatic light.

Social networks, news websites, official sources of states and international organizations serve as platforms for the dissemination of such language constructs. The translation of such terms also becomes an important task for journalists and linguists, as it can affect the perception of events in the international context. In addition, the existence of a real information war is evident, where euphemisms are used as a tool to influence global public opinion. The masterful employment of linguistic means can turn aggression into self-defense and annexation into reintegration. Thus, the study of euphemisms in political speeches becomes necessary to understand crucial aspects of the speech of conscious leaders and its impact on society and international relations.

Official political speeches hold particular significance as a means of communication between politicians and the public, especially in the context of Russian aggression against Ukraine. These speeches aim to exert political influence not only on the aggressor and its leaders but also to support the values and freedoms of Ukraine and its people.

That is why the speeches of the world leaders of three countries – U.S. President Joe Biden, Prime Minister of Canada Justin Trudeau, and Ukrainian President Volodymyr Zelenskyy – served as the material for the study.

3.1. Specificity of the use of euphemisms by Joseph Biden

President Joseph Biden, leading the United States of America, speaks not only as the head of the country but also as a key participant in international events and a significant voice in world politics. His speeches exhibit numerous features and defining aspects, especially in the context of the war in Ukraine.

Among the peculiarities of Joseph Biden`s speeches, it is worth noting his unwavering support for Ukraine in the context of the Russo-Ukrainian war and the

importance of Ukraine`s sovereignty and territorial integrity. His speeches are striking not only because of the high level of support for Ukraine but also with the skillful choice of linguistic means to achieve specific goals in communication. A characteristic feature of his speech in these contexts is the frequent use of euphemisms.

However, Biden underscores the reality and seriousness of the situation in Ukraine, avoiding general and sophisticated expressions that may lose their importance in the context of war. He emphasizes that the use of less direct terms should not lead to a misperception of the reality of events and their consequences, and tries to avoid any veiling or blurring of the essence of the war in Ukraine.

Therefore, for a better understanding of the importance and impact of Joseph Biden`s speeches on the contemporary political arena and, in particular, on the situation in Ukraine, a detailed analysis of key aspects of his speeches is necessary, paying special attention to the use of euphemisms and their impact on public perception and reaction in Ukraine and abroad:

*That`s what this is about: helping Ukraine defend and protect Ukrainian land. It is not **an offensive threat** to Russia. We are – there is no **offensive threat** to Russia [81].*

*Суть полягає в наступному: надавати допомогу Україні у питанні її оборони та збереження її території. Це не представляє собою **наступальну загрозу** для Росії. Не існує жодної **наступальної загрози** для Росії.*

Within the aforementioned text, the use of the euphemism *an offensive threat* indicates the justification of events and the reduction of tension in communication regarding relations between Ukraine and Russia. Here, *an offensive threat* functions as a substitution for a harsher expression such as *military threat* or *aggression*.

The rationale for employing this euphemism is a political and diplomatic strategy aimed at maintaining public tranquility and diplomatic decorum in the context of the war between the countries. Instead of using terms that could reinforce the threat and increase the level of anxiety, this expression uses a less conflict-prone

and softened version to emphasize that assistance to Ukraine in defending its territory is not considered an attack on Russia.

It is worth noting that Joseph Biden avoids using the direct term *war*, choosing expressions that sound less categorical and more consistent with political correctness. In addition, the use of a euphemism for an undesirable phenomenon and its translation is particularly interesting:

*And we`ve been in close and frequent communication throughout **this conflict** from the very beginning, but particularly – it`s particularly meaningful to talk with one another in person – look each other in the eye, because leadership through **this terrible crisis** has inspired the Ukrainian people – as you have done, Mr. President – and the American people and the entire world [79].*

*Ми підтримували тісний та постійний зв'язок протягом **цього конфлікту** з самого початку, але особливо – особливо важливо говорити один з одним особисто – дивитися один одному в очі, тому що ваше лідерство під час **цієї жахливої кризи** надихнуло український народ – це зробили Ви, пане Президенте, – і американський народ, і увесь світ.*

This statement uses two euphemisms to soften and more diplomatically describe the Russo-Ukrainian war. The first euphemism *this conflict* is used instead of the more precise word *war* to reduce the harshness and acuteness of the description of events. The second euphemism, *this terrible crisis* is also used as a substitute for the more severe term *war* to create a less offensive tone and soften the impression. This choice of words may be due to political or diplomatic considerations where the use of these euphemisms is intended to mitigate the severity and sharpness of the description, create a less offensive tone in the statement and not to provoke an outright reaction. Nevertheless, the absence of direct terms may lead to a misunderstanding of the scale and severity of the events unfolding in Ukraine.

Condemning the unlawful and unacceptable actions of the Russian authorities, Joseph Biden tends to use euphemisms to establish contact with the audience:

*The stakes of **this conflict** are clear to all – and the world has sent a clear message in response: Russia cannot **erase** a sovereign state **from the map**. Russia cannot **change borders** by force. Russia cannot **seize** another country`s **territory** as its own [88].*

*Всім зрозуміло, що на кону в **цьому конфлікті** – і світ надіслав чіткий сигнал у відповідь: Росія не може **стерти з мапи** суверенну державу. Росія не може **змінювати кордони** силою. Росія не може **захоплювати територію** іншої країни як свою власну.*

This statement uses several expressions that emphasize the illegality and inadmissibility of Russia`s aggressive actions against Ukraine. Similarly, we consider the use of a euphemistic substitution of *conflict* for the concept of *war* for the sake of achieving a politically correct tone of speech, which was used earlier.

Thus, in this text, instead of the more severe and direct expression that would indicate a possible occupation or annexation, the less burdensome expression *erase from the map* is used. In addition, the expression *change borders* can also be considered as a euphemism, as it is used to soften or simplify the expression of illegally changing the borders of another state through aggression or military force. The expression *seize territory* may also be used to soften or simplify the expression of aggressive occupation of the territory of another state and may be used to avoid the harsher expression that would indicate illegal occupation. Such euphemisms can be used to mitigate the severity of language or rhetoric but at the same time emphasize the inadmissibility of such actions.

In the speech delivered by President Biden to the global community, there is an approach to language use that is marked by the use of euphemisms that indicate a cautious tone and the avoidance of more stringent terms in expressing problematic situations:

*We do not seek a war between NATO and Russia. As much as **I disagree with Mr. Putin, and find his actions an outrage**, the United States will not try to bring about his ouster in Moscow. So long as the United States or our allies are not*

*attacked, we will not be directly engaged in **this conflict**, either by sending American troops to fight in Ukraine or by attacking Russian forces [86].*

Ми не прагнемо війни між НАТО і Росією. Хоча я не погоджуюся із паном Путіним і вважаю його дії обурливими, Сполучені Штати не намагатимуться домогтися його усунення від влади в Москві. Допоки Сполучені Штати або наші союзники не стануть об'єктом нападу, ми не будемо безпосередньо втручатися у цей конфлікт, ані відправляючи американські війська воювати в Україні, ані атакуючи російські сили.

In this text, several euphemisms used by President Joe Biden are discerned. The euphemism *I disagree with* may reflect an expression of disagreement or dissonance with the actions or policies of the leader, in this case, Vladimir Putin, using a softened tone. It is advisable to use a more categorical and emotionally charged expression *I strongly condemn*. This expression conveys deep disapproval or condemnation of Putin's actions or policies and indicates that the person has a strong and decisive stance on the matter.

Analyzing the expression *his actions an outrage*, it can be noted that the use of the word *an outrage* is an example of a euphemism that indicates outright hostility and condemnation while avoiding more specific and harsh terms that would denote criminality and acts of terrorism committed by Putin. In the context of analyzing President Biden's speeches, the use of the term *this conflict* as a frequent euphemism was noted, indicating its strategic use to avoid the explicit use of the term *war*. This approach was noticed earlier in various contexts when the President commented on the situation in Ukraine and Russia's actions. The use of euphemisms in this case may be aimed not only to reduce tension in speech but also to create space for dialogue or negotiations, despite the expressed criticism.

In light of the obvious circumstances, President Biden demonstrates the ability to use linguistic means with a high degree of caution, which can induce some dissonance and loss of authenticity in the perception of the message:

But – but he`s going to fail. And he`s going to fail. He`s already failed, because he now knows that there`s no way he`s ever going to occupy all of Ukraine [79].

Але – але йому загрожує невдача. Він приречений на невдачу. Він вже її зазнав, тому що тепер він знає, що йому ніколи не вдасться окупувати всю Україну.

In this expression, the use of the euphemism *to fail* indicates a successful speech strategy aimed at expressing condemnation and distraction from Russia`s actions in the context of the war in Ukraine, while avoiding direct and confrontational speech. The use of the term *to fail* is a euphemistic attempt to mitigate and generalize the negative consequences of Russia`s actions, such as military conflicts, occupation and violations of international law. In this context, *to fail* can be considered as a generalized and less explicit statement aimed at avoiding a detailed description of specific aspects of negative events. Such a linguistic choice enables the expression of condemnation while maintaining diplomacy and avoiding direct reference to hostilities, territorial aggression, or other aspects of war. From a political standpoint, the use of euphemism can be part of a strategy to avoid escalation of tension in international relations. In the given context, the use of the direct term *to lose* instead of the euphemism *to fail* would make the statement more specific and explicit. The use of the term *to lose* would more accurately define the negative outcome of Russia`s actions, which may include defeat, failure, or lack of success in a given context.

In his speeches, President Biden often employs euphemisms that may look soft and indistinct, but in fact, they have a specific connotation and indicate a commitment to provide support in the context of tense situations or war:

*Things are changing to adapt to the world as we have it today. And all this is against the backdrop of our response to NATO`s – to Russia`s aggression and to help Ukraine **defend itself** [82].*

Все змінюється, щоб пристосуватися до світу, який ми маємо сьогодні. І все це відбувається на тлі нашої реакції на агресію Росії і на те, щоб допомогти Україні захиститися від неї.

In the given context, the expression *to help Ukraine defend itself* is used as a euphemism for the more direct and potentially controversial assertion *to help Ukraine win*. This euphemistic usage more gently articulates the idea of military assistance, emphasizing the positive aspect of being ready to help in difficult times without directly highlighting victory or military action. The use of the direct term *to win* in expressing the intention to help Ukraine in a wartime situation underscores the active nature of support and the specific outcome sought to be achieved. Instead of employing this euphemism, the use of the phrase *to help Ukraine win* may evoke associations with determination, energy, and a focus on achieving success. Such an expression indicates that the provision of support is not only aimed at stopping the aggressor but also at taking active measures to achieve a positive result – ensuring independence and freedom of Ukraine.

Visualization of the true state of affairs, where these actions are deemed illegitimate and cause international condemnation may reveal the use of euphemism as a linguistic means of softening expressions in political declarations or statements:

*Yesterday, Vladimir Putin recognized two regions of Ukraine as **independent states** and he bizarrely asserted that these regions are no longer part of Ukraine and their sovereign territory [80].*

*Вчора Володимир Путін визнав дві області України **незалежними державами** і дивним чином стверджував, що ці області більше не є частиною України та її суверенної території.*

In essence, Vladimir Putin has recognized the annexed territories as *independent states* marking a violation of international law and Ukraine's sovereignty and territorial integrity. Joe Biden, in turn, uses a similar linguistic turn where the use of such a euphemism can create the impression that it is a formal or objective description of a state of affairs, although, in fact, it raises doubts about the

legitimacy or justification of this state. The use of a euphemistic expression masks the aggressive nature of the Russian Federation in the context of the Ukrainian territory. This is a deviation from the direct term *illegally declared independent states* or *proclaimed illegal/unlawful recognition*, which would more accurately reflect the essence of the events. The use of such terms allows to express the resolute state of the position and reflect the situation without euphemisms or mitigations. In addition, these expressions emphasize the aggressive nature of Russia`s actions against the territory of Ukraine and their inconsistency with international law.

Summarizing the speeches of Joseph Biden during the Russo-Ukrainian war, it can be said that the president demonstrates a high level of diplomacy and strategic thinking. His manner of communication is characterized by a balance between decisiveness and caution, affording him the opportunity to express strong condemnations of Russia`s actions while avoiding aggressiveness that could affect international relations.

Joseph Biden sometimes resorts to somewhat veiled expressions, especially when it comes to the immediate aspects of the war. In his speeches, one can notice attempts to avoid overly explicit terms, aiming to prevent escalating tensions or complicating international relations. This may be associated with the desire to maintain a diplomatic tone in communication and prevent the escalation of the war. However, despite this, Biden`s general tendency is to support Ukraine and its people, and emphasize the unacceptability of Russia`s actions.

3.2. Characterization of the use of euphemisms by Justin Trudeau

Justin Trudeau`s speeches are characterized by a high degree of linguistic mastery and diplomacy, which determines their importance in the global political arena. As the Prime Minister of Canada, Trudeau actively expresses his position on global conflicts, including the war in Ukraine. The politician advocates for the

preservation of world peace and support for Ukraine in its struggle for territorial integrity.

In his speeches, Justin Trudeau is noted for his unique combination of straightforwardness and rare use of euphemisms. His speech is distinguished by great openness and an effort to present information clearly and distinctly. One of the key features of Trudeau's speech is his rejection of veiled or selective statements. He actively strives to speak in a simple and accessible manner, making his messages easily perceived by different groups of citizens. This straightforwardness in communication reflects his desire to ensure transparency and openness in government.

The Canadian politician, in his speeches during the Russo-Ukrainian war, impresses with his expressive support for Ukraine and strong condemnation of Russia's actions. His discourse in these contexts is characterized by a particular form of emotional expressiveness. One of the main aspects of Trudeau's speeches on the war lies in his desire to express solidarity and support for Ukraine without excessive use of euphemisms. He often expresses his indignation and condemnation of Russia's actions using terms that clearly convey his position on aggression. His discourse does not try to conceal the essence of the war, and he often uses strong and harsh language to emphasize the unacceptability of Russia's actions. However, his caution in using more explicit language is notable, which can be seen as a manifestation of his desire to maintain a diplomatic tone.

Justin Trudeau, like Joseph Biden, often uses euphemisms in his speeches, especially in the context of geopolitical conflicts. Instead of using more stringent terms like *war*, Trudeau may choose less severe expressions such as *conflict* to obscure the true nature and seriousness of the situation in Ukraine. This would be in line with the need to be direct and frank about a situation whose concealment may lead to a misunderstanding of the scale and consequences of what is happening:

Since 2014, Russia has violated Ukraine's sovereignty, territorial integrity and independence. Despite calls from the international community to cease its

*violations of international law, Russia continues to illegally occupy Crimea, destabilize Ukraine through disinformation campaigns and malicious hybrid operations, and support **the conflict** in eastern Ukraine [87].*

*З 2014 року Росія порушує суверенітет, територіальну цілісність і незалежність України. Незважаючи на заклики міжнародної спільноти припинити порушення міжнародного права, Росія продовжує незаконно окупувати Крим, дестабілізувати Україну шляхом впровадження дезінформаційних кампаній та зловмисних гібридних операцій, а також підтримувати **конфлікт** на сході України.*

In this context, the word *conflict* is used to soften and simplify the real state of affairs. There is a more objective and cruel term – *war*, which more accurately reflects the real nature of the events in eastern Ukraine. The use of the word *conflict* can cause a simplistic view of the situation, concealing the aggressive nature of Russian activities and events in Ukraine. This choice of vocabulary in this context can affect the perception of the global community and evoke ambiguous reactions, as the use of less direct terms can obscure the seriousness and consequences of the ongoing war.

Justin Trudeau wants to condemn the actions of Russia and its President Vladimir Putin in the context of invading another country. At the same time, he uses euphemisms to avoid aggressive vocabulary and maintain a balance between direct condemnation and a diplomatic approach:

*We must ensure that the decision to invade a sovereign, independent country is understood to be **a strategic failure** that carries with it **ruinous costs** for Putin and Russia [83].*

*Ми повинні сприяти тому, щоб рішення про вторгнення в незалежну суверенну країну розглядалося як **стратегічна невдача**, яка призводить до **руйнівних витрат** президента Путіна та Росії.*

This sentence uses euphemisms to mitigate and simplify the negative aspects of invading another country and its consequences. The phrase *a strategic failure* is a

kind of euphemism that can be perceived as a less burdensome and softened version of the word *defeat*. It is used to condemn Russia's invasion while avoiding harsh language. Instead of directly asserting the possible loss of power in Russia and its complete defeat, it refers to *ruinous costs*, which helps to portray events in a less severe light and avoid excessive aggression in political discourse.

In some cases, Justin Trudeau uses words and expressions that may seem to narrow or mitigate the true horror and real situation in Ukraine. His words can sometimes leave room for interpretation or do not reflect the full extent of the difficulties Ukraine is facing because of Russia's actions:

Vladimir Putin's blatant disregard for human life is completely unacceptable [84].

Очевидна зневага Володимира Путіна до людського життя абсолютно неприйнятна.

In this context, the use of the phrase *blatant disregard* may indicate an unfair, disrespectful, or irresponsible attitude of Vladimir Putin towards the people's lives and well-being. The absence of direct condemnation but a clear negative connotation makes this phrase euphemistic. In addition, in this context, *completely unacceptable* Justin Trudeau expresses his outrage but does not use words that accurately reflect the true nature of Putin's actions and their consequences. Vladimir Putin carries out actions that can be characterized as extremely cruel and terrorist since they lead to the suffering and death of innocent people and violate international law.

In the context of war, where the lives of thousands of people are imperiled and where innocent civilians become victims of brutality, it is crucial to pay attention to the subtle shades of language used to describe events that profoundly affect human lives:

What Putin has done is a break with civilization [77].

Те, що зробив Путін – це розрив з цивілізацією.

The euphemism *a break with civilization* in this context can be regarded as a semantic strategic move aimed at creating a more smoothed and cautious impression of Russia's actions, especially Putin's. In this case, the presented euphemism refers

to serious violations of international law and humanitarian standards by Putin, encompassing military aggression, killing of civilians, and disregard for fundamental rights and freedoms. Russia`s foreign policy actions, including the invasion and war in Ukraine, can be characterized by a more direct term, such as *crime against humanity*. This euphemism is geared towards mitigating the impact of the events and can be seen as an attempt to use softer or less conflictual language to describe the situation. However, upon closer examination, it points to deep and serious issues associated with Russia`s actions that violate human rights principles and standards of international behavior.

Justin Trudeau, like Joe Biden, sometimes resorts to using a lexical approach in his speeches that tends to slow down and generalize the real aspects of the war, hindering the adequate elucidation of its essence:

*Canada recognizes the negative impact of **this crisis** on economies and food security in our hemisphere, and we`ll be there to help, both with short and longerterm solutions [85].*

*Канада визнає негативний вплив **цієї кризи** на економіку та продовольчу безпеку в нашій півкулі, і ми будемо готові допомогти як короткостроковими, так і довгостроковими рішеннями.*

The use of the euphemism *this crisis* by Justin Trudeau in this context demonstrates a political communication strategy aimed at smoothing information and reducing emotional tension in the perception of events. The use of this term to describe the situation in Ukraine may appear to be a softened form of expression, as it generalizes and abstracts specific aspects of the war, such as hostilities, human suffering, and threats to international security. This choice of words may create the impression that the author is attempting to reduce the weight of the situation and distance himself from the cruelty of war. Instead, for the sake of accuracy, it would be more appropriate to employ the term *war*, which more precisely reflects the essence of the situation and is less euphemistic. In particular, given the high level of violence and suffering, the use of direct and specific terms becomes a vital element

in ensuring accuracy and honesty in language when discussing events of such a serious and difficult nature.

Very often in his speeches, Justin Trudeau symbolically underscores resilience of Ukraine, its endurance, and the spirit of the nation in the face of war, trying to avoid a more direct and realistic coloration:

*After a terrifying spring, a violent summer and fall, and an exhausting winter, Ukraine **still stands** [78].*

*Після страшної весни, жорстокого літа й осені та виснажливої зими Україна **все ще стоїть**.*

In this context, the phrase *Ukraine still stands* may define not only the physical state of the country but also symbolically emphasize its resilience, endurance, and determination in the face of war. Such a euphemism can be used to hint that Ukraine remains strong and unconquerable amidst the challenges of a brutal war. A more straightforward expression, such as *Ukraine has not yet been defeated*, is more transparent and explicit in conveying the factual situation. It lacks metaphorical nuances and specifically indicates that the war is ongoing and Ukraine remains an active party. The use of such an expression indicates the universality and strength of Ukraine to defend its independence in times of war. It should be noted that the choice between a euphemism and a direct statement may be due to political or diplomatic considerations.

Justin Trudeau reflects the unfavorable reality of war, but choosing the path of euphemism, he decides to approach these events with more restraint:

*This illegal and unnecessary war is **a grave mistake**, and Putin must stop it now [84].*

*Ця незаконна і непотрібна війна є **серйозною помилкою**, і Путін повинен припинити її негайно.*

In this statement, the Prime Minister resorts to the euphemism *a grave mistake* to express the severity and immorality of war more gently. The term *mistake* in the context of war deviates from a more direct and harsh assessment of the ongoing

events. It is noticeable that such a euphemism acts as a simplified and general assessment of the situation but does not specifically point to violations of international law or other important aspects of the war. In this case, an alternative approach using a more direct term to describe the war can be considered. Substituting this euphemism with a more direct expression, such as *intolerable crime* or *genuine terror*, would allow for a clearer expression of the condemnation and gravity of the hostilities. This euphemism may define the war as a mistake, but simultaneously, it does not overlook its serious consequences. It seems that Trudeau is trying to express his stance on the war, to indicate its negative nature but avoids using more conflicting terminology, perhaps in order to maintain a diplomatic tone or political restraint.

In his public speeches during the Russo-Ukrainian war, Prime Minister of Canada Justin Trudeau is distinguished by his unconventional manner of communication that reflects his political approach and attitude to international conflicts. He rarely resorts to euphemisms in his statements, showing a tendency to use direct and precise language, especially in the context of assessing Russia's actions.

Justin Trudeau possesses the ability to openly condemn the actions of Vladimir Putin, using sharp and direct expressions, which testifies his confidence in his own convictions and certainty in expressing his positions. He shows open support for Ukraine and articulates his desire for its victory. His direct statements make it possible to clearly understand his position and attitude to the ongoing events. This can be perceived as a strategic approach aimed at a lucid expressing his position and ensuring effective perception by his audience.

3.3. Features of the use of euphemisms by Volodymyr Zelenskyy

Volodymyr Zelenskyy's presidential speeches during the Russo-Ukrainian war are striking in their emotional saturation and straightforwardness. They always indicate his intentions and are supported by a precise choice of lexical means of expression and a distinctive style of speech.

One of the interesting features of his communication in speeches is the ability to harmoniously combine less conflictual expressions with expressive images. Volodymyr Zelenskyy demonstrates a high level of caution in his use of euphemisms in order to maintain a diplomatic tone in the global arena. He shows a tendency to use direct and immediate language trying to preserve the precision and weight of his words in the context of military events. The president demonstrates decisiveness and determination in his statements, expressing truthful and strong condemnations of Russian aggression and defining clear positions and strategies to defend his country.

It should be noted that Volodymyr Zelenskyy uses euphemisms not to weaken the intensity of his messages, but to attract attention and maximize audience comprehension. He successfully combines linguistic caution with expressive imagery, creating speeches that not only reflect the essence of war but also leave listeners vulnerable and ready to act in favor of their country.

This feature emphasizes how successful Volodymyr Zelenskyy`s use of euphemisms is in enhancing the effectiveness of his leadership in a difficult situation and in impressing the public, which inspires citizens to unite and support military efforts to defend Ukraine. Here are some examples:

*Маємо сформувати такий **танковий кулак свободи**, після ударів якого тиранія вже не підніметься [74].*

*We must form such **a tank fist of freedom**, after the blows of which tyranny will not rise.*

The expression *танковий кулак свободи* in this context is a euphemism used to describe a military operation or action but conceals its true nature and consequences. It indicates the creation of a powerful military force that includes heavy weapons, including tanks and other military equipment. This *кулак* is a symbolic image, highlighting the idea of using military force to achieve freedom or combat tyranny.

In his speeches, Volodymyr Zelenskyy sometimes takes an interesting approach: he may quote words and phrases used by Russia or its leaders but these

quotes often have a negative connotation or are associated with Russian aggression and the concealment of their crimes. Zelenskyy uses these phrases to condemn Russia`s actions and point out its negative impact on the region and the world:

Ворог не робить нам подарунків, не робить «жестів доброї волі». Ми все це виборюємо [75].

The enemy does not give us gifts, does not make "gestures of goodwill". We fight for it all.

The euphemism *жест доброї волі* has become widespread and has been used by Russia to conceal the true nature of actions or events. In this context, the expression is used to describe the withdrawal of the Russian garrison from Zmiinyi Island after Ukrainian artillery established fire control. The use of such a euphemism may be an attempt to conceal or refute the true nature of the event. This euphemism is aimed at creating the impression that this is a benevolent act or a *gesture of goodwill*, despite the fact that the withdrawal of military forces took place after active hostilities, which can be considered an aggressive act.

Volodymyr Zelenskyy often appeals to the defeat and failure of Russian aggression and seeks to express his support for the rejection of violence and aggression. However, in some cases, he resorts to using euphemisms that soften the harshness of expression but emphasize the inadmissibility of Russia`s aggressive actions:

Саме тому ми й бачимо найважливіше – те, що російська агресія може й повинна зазнати невдачі [71].

That is why we see the most important thing – that Russian aggression can and must fail.

In the expression *російська агресія може й повинна зазнати невдачі*, the euphemism *ззнати невдачі* is used to soften or reduce the negativity of the phrase *програти* or *ззнати поразки*. In this context, it can be used to express a desire for Russian aggression to end unsuccessfully or without prospects but it does so in a less

aggressive and less burdensome way. The euphemism *ззнати невдачі* may be based on the fact that the author wants to express his position on Russian aggression but does so in a less direct and aggressive manner, leaving a certain degree of expressiveness and an expectation for the aggressor's failure. It is important to emphasize that in this case, it is necessary to clearly and directly express the desire for the complete defeat of the Russian army without the use of euphemisms or encumbrances.

Addressing the global community, President of Ukraine Volodymyr Zelenskyy endeavors to articulate a balanced discourse that would reflect the attraction to peace while also reflecting the threat to freedom and democracy in the context of the Russo-Ukrainian war.

Усі ми зараз – на історичному повороті. Варіантів лише два: або терористичній Росії вдасться зламати свободу, і тоді всім нашим континентом пошириться зона геополітичної нестабільності, яка існує на сході Європи, або завдяки багатьом рівням та форматам співпраці, зокрема регіональним, завдяки нашому спільному захисту свободи, Росія програє в цьому протистоянні [72].

*We are now at a historic turning point. There are only two options: either terrorist Russia will succeed in **breaking freedom**, and then the zone of geopolitical instability that exists in Eastern Europe will spread across our continent. Or thanks to many levels and formats of cooperation, including regional ones, thanks to our joint defense of freedom, Russia will lose in this confrontation.*

The term *зламати свободу*, used in this context, represents a euphemism that seems to be more comprehensive and politically oriented. The political nature of the euphemism in this case may be due to the desire to express the seriousness of the situation while avoiding the possible emotional coloring that accompanies more direct and harsh expressions. It is important to consider that the use of euphemisms in political speeches can be a strategic decision to achieve specific political goals. Presumably, the use of this euphemism is intended to maintain a balance between

expressiveness and diplomacy in the statement. Instead of talking directly about a possible Russian victory, which might seem provocative, Volodymyr Zelenskyy chose a term that sounds less confrontational and conceals some of the specificity. A term such as *перемогти* could have been used to convey a more direct and concrete meaning, which more accurately expresses the situation but it should be understood that this choice of words may cause more tension in international relations.

In his speech, Volodymyr Zelenskyy refers to the possibility of Russia's influence on certain territories, using a figurative expression that may indicate his endeavor to describe the situation in a less direct and less conflictual manner:

*Бо якщо існує хоч найменша «сіра» геополітична зона, то претензії на домінування в цій зоні неминуче виникнуть, і різні політичні сили намагатимуться **пофарбувати** таку «сіру зону» у власні політичні кольори [70].*

*Because if there is even the smallest "grey" geopolitical zone, claims to dominate this zone will inevitably arise. And various political forces will try to **paint** this "grey-zone" in their own political colours.*

In the context of the Russo-Ukrainian war, where Russia is officially recognized as a terrorist and occupying force, Volodymyr Zelenskyy uses the euphemism *пофарбувати у власні політичні кольори*. Analyzing this euphemism, one should turn to its metaphorical nature. The word *пофарбувати* embodies the idea of transformation but at the same time, its lightness and painlessness evoke associations with a cosmetic process, disguise. Expressing the desire of political forces to *пофарбувати у власні політичні кольори* any geopolitical zone, they seem to not only want to change its appearance at the external level but also to turn it into their own political space. This may indicate a selective approach to power, where the dominance of one political force transforms geopolitical reality into a stage for the realization of its own interests. It seems that this term implies a desire to mitigate the severity of the situation. The avoidance of a more direct term may

indicate the strategic nature of expression and Zelenskyy`s desire to avoid excessive conflict or escalation of tension. Instead of defining Russia as a terrorist and occupying force directly, he opts for a softer term that leaves room for further action and negotiations.

Volodymyr Zelenskyy expresses a desire to convey indignation or disagreement with the actions of the Russian regime. However, in doing so, he frequently steers clear of direct confrontation or offensive rhetoric, aiming to avoid a negative reaction from the audience or escalation of the war:

Нові пакети санкцій потрібні щотижня. Доти, доки російська військова машина не зупиниться. Потрібні обмеження для всіх, на кому тримається цей несправедливий режим [73].

*New packages of sanctions are needed every week. Until the Russian military machine stops. Restrictions are necessary for everyone on whom **this unjust regime** is based.*

In the given statement, the phrase *несправедливий режим* acts as a euphemism that weakens the true nature of the Russian regime. It conveys a general idea of injustice but in the context of a situation that includes serious human rights violations, occupation and war crimes, this broad and mild word does not reflect the whole reality. Such a euphemism can serve as a strategy of political expression aimed at maintaining a diplomatic measure and avoiding direct confrontational speech. The use of less emotionally charged terms may be intended to reduce the possibility of war and to sustain some level of cooperation or dialogue. However, from the perspective of academic analysis, such a euphemism can be considered as an example of a "soft" language strategy that can mask serious problems and not fully reflect the depth and seriousness of the situation. Rather than calling Russia a terrorist or occupying force outright, the use of a euphemism allows for the expression of outrage while leaving room for diplomatic communication.

The President of Ukraine, through the use of euphemisms, expresses condemnation and disapproval of Russia`s actions but the vagueness of the

euphemisms employed by him may also attenuate the impact of the reality of the events he describes:

Власне, нашими успіхами, нашим тиском, нашими «Петріотами» ми маємо і будемо й надалі відповідати Росії на всі прояви її зла [76].

In fact, with our success, our pressure, our "Patriots" we must and will continue to respond to Russia for all manifestations of its evil.

The expression *прояви її зла* is used in this presidential speech as a euphemism to describe Russia's actions within the context of warfare. The euphemism *зло* in this particular instance constitutes an endeavor to abstract and generalize the broad spectrum of negative actions of Russia without direct and concrete indication. The term *зло* itself has a strongly value-based aspect and is subjective, as what can be deemed as evil is contingent upon one's perspective and contextual considerations. Such generalization may be perceived as an indirect attempt to circumvent precise definition of specific events or qualifying them as violations of international law. While a direct term may include words that refer to war crimes, terrorism, and other facets of war, the euphemism *зло* creates a level of abstraction that may facilitate expression but simultaneously lose specificity. Thus, through this euphemism, condemnation and denunciation of Russia's actions are conveyed but its ambiguity can also diminish the impression of the reality of the events it describes.

President of Ukraine Volodymyr Zelenskyy, in his speeches during the RussoUkrainian war, shows an impressive level of candor and immediacy in expressing his views. His manner of communication is distinguished not only by determination in defending his country but also by his honesty and straightforwardness in expressing his thoughts.

In his statements on Russia, Volodymyr Zelenskyy chooses the path of direct and frank expression of his position, avoiding euphemisms or softer terms. He does not hesitate to use harsh and emotional expressions to clearly convey his beliefs and condemn the actions of Russia. Even in the difficult moments of the war, Zelenskyy

remains open and uncompromising in his condemnation of Russia`s actions. It is important to note that his straightforwardness and frankness contribute not only to condemning the aggressor but also to supporting the Ukrainian people. His speeches serve as evidence that candid and direct speech can have a powerful impact in situations of significant international conflict.

3.4. Comparative aspect of euphemistic usage in the speeches of leaders

The political life of any society is impossible without stable methods of political communication. Political communication is a key concept in the implementation of interaction between the subjects of the political system, encompassing the state, represented by the president (or parliament) and the people. It is imperative for any politician to properly construct their discourse in terms of the set goals, language strategy and tactics, communicative situation, and the chosen linguistic means. Effective political communication increasingly presupposes the necessity for a politician`s inclination towards political correctness, wherein euphemistic nominations serve as a means of expression.

The conducted analysis of the use of euphemistic nominations by Joseph Biden, President of the United States, Justin Trudeau, Prime Minister of Canada, and Volodymyr Zelenskyy, President of Ukraine, in the context of the Russo-Ukrainian war enabled a comparison of such usage and identification of common and distinctive characteristics.

The speeches of President Joseph Biden amidst war are striking in their selectivity and mastery use of expressive language. They are marked by carefulness and subtlety in word choice, a focus on maintaining a diplomatic tone and prudence in expressing political positions. Joseph Biden`s structured and graceful style of speech reflects his attentiveness to the choice of language means. He avoids extreme designations and expressiveness in statements, focusing on a thorough analysis of geopolitical realities and the search for optimal words to achieve the set objectives.

The language strategy of Joe Biden is also characterized by the use of terms that emphasize his willingness to cooperate and his determination to defend international values. This positively influences audience perception and highlights his role as a leader who is guided not only by strategic but also by moral considerations. It should be noted that President of the United States demonstrates flexibility in choosing communicative strategies, employing both euphemistic style and straightforward expressions depending on the specific context and the specifics of the situation. The use of direct terms without euphemistic muting may indicate his inclination to accentuate certain aspects or express an emotional response.

However, within the military context, especially amid the Russo-Ukrainian war, where reality is determined by the seriousness and tragedy of events, it is imperative to eschew excessive veiling. The use of euphemisms may appear inappropriate, given that the circumstances necessitate a leader's direct and clear articulation regarding breaches of international law and threats to global peace. The use of euphemisms in Joseph Biden's speeches merits consideration not merely as a stylistic precaution but also as a strategic maneuver aimed at manipulating impressions and masking the true essence of events. The abstention from explicit terms signifies not only stylistic preparation but also a lack of clarity and decisiveness in defining the genuine occurrences. The negative value of euphemisms may lie in their ability to present events in a less significant light or even obfuscate their true nature.

Justin Trudeau, the Prime Minister of Canada, is distinguished by a notable level of linguistic proficiency and diplomacy, imparting significance to his speeches on the global political stage. In his statements on global conflicts, including the war in Ukraine, Trudeau emerges as a politician who opts for a straightforward style with a unique combination of candor and expressiveness, and he actively avoids veiled expressions. The rejection of obscured statements indicates his commitment to ensure transparency and openness in government.

This approach indicates his high level of determination and willingness to express his perspectives with clarity. When it comes to Russia's actions, Trudeau often chooses a direct and expressive language register, without hiding the true style of specific words. This creates an impression of unity and decisiveness, emphasizing his categorical stance on aggression and violations of international law. In his remarks regarding the Russo-Ukrainian war, Trudeau expresses staunch support for Ukraine and vehemently condemns of Russia's actions.

It is crucial to note that while Justin Trudeau may employ a modest number of euphemisms, their use should be judicious and careful. In particular, amidst the war in Ukraine, it is important to avoid euphemisms and strive to be straightforward in expressing one's views. The use of euphemisms can lead to a disregard for the reality of the war and obscure its true nature to the audience. In the case of war, where the treatment of people and their well-being is a priority, it is essential to express oneself clearly and directly.

Volodymyr Zelenskyy, addressing the Russo-Ukrainian war, demonstrates unabashed frankness and a high level of straightforwardness in expressing his convictions. The President of Ukraine possesses an impressive communicative style, using euphemisms as a means of expression and strategic use of language. His emotionally charged speeches during the war poignantly illuminate the situation in Ukraine. His communicative style impresses not only with determination and emotional intensity but also with the rejection of euphemisms or soft terms when expressing his positions regarding Russia. The limited use of euphemisms may indicate his desire to be direct and transparent in his communication.

By using terms of a direct and emotional nature in communication with Russia, Volodymyr Zelenskyy accentuates not only his unwavering stance but also a profound condemnation of aggressive actions. He abstains from using euphemisms, occasionally intensifying expressions to precisely and clearly convey the situation. His straightforward language becomes a kind of shield against Russian

aggression, impressing not only with words but also with forceful energy that activates the patriotism and determination of the Ukrainian people.

It is important to emphasize that Zelenskyy's outspoken speech is not just a communication strategy; it is an expression of his personal beliefs and devotion to the ideals of freedom and justice. His speeches, as a vivid example of directness in political discourse, become not only a source of information but also a tool for forming national association and resilience in the face of the complexities of war.

Moreover, it is important to note that Zelenskyy, albeit infrequently resorting to euphemisms, demonstrates awareness of situations where they may be deemed unacceptable or inappropriate. By refraining from their more frequent usage, he acknowledges the necessity for direct and accurate expression in the context of the war in Ukraine. The absence of euphemisms can reinforce the impression of sincerity and uncompromising determination in the president's statements, helping to avoid any misunderstanding and providing clarity of the expressed views. In the milieu of the war in Ukraine, where the situation requires clarity and immediacy, the absence of euphemisms becomes a vital component of the communication strategy, underscoring the strength and decisiveness of the Ukrainian leader.

The current era of global conflicts requires leaders not only clear articulation of their positions but also to master the art of diplomacy. In the context of the Russo-Ukrainian war, leaders, namely Joseph Biden, Justin Trudeau, and Volodymyr Zelenskyy have resorted to the strategic use of euphemisms in their discourses to achieve specific political objectives. This speech strategy is oriented towards the preservation of diplomacy and a certain degree of political correctness in international relations.

One of the common features is that all three leaders demonstrate prudence in the use of euphemisms, albeit expressing their political views in distinct manners. Joseph Biden, as the leader of a country that actively assists Ukraine, uses euphemisms with a pronounced emphasis on diplomatic tone. His frequent use of

euphemisms may be motivated by a desire to avoid an aggressive language tone and maintain stability in international relations.

Justin Trudeau and Volodymyr Zelenskyy, despite their cautious use of euphemisms, reveal their confidence and determination in expressing their political persuasions. Trudeau uses a less categorical but expressive approach, which may serve to maintain a balance between expressiveness and diplomacy. Compared to other leaders, Volodymyr Zelenskyy tends to use more direct and explicit language. He shows a tendency to point out the authentic style of individual words without undue softening. This indicates his unwavering determination to express the essence of the war and his attempt to avoid any euphemism that could expose or conceal the reality of wartime events.

Given the tendencies and differences in the use of euphemisms, it can be assumed that leaders of the United States, Canada, and Ukraine consciously choose certain linguistic means to shape the image of their countries and maintain a certain diplomatic nature in their statements. This approach allows them to communicate effectively both domestically and internationally, influencing the perception of their actions and decisions in the global political environment.

Conclusions from Chapter 3

Euphemisms, those clever linguistic disguises, have become ubiquitous in modern political communication. In the realm of politics, where every word can be scrutinized and deeply analyzed, euphemisms serve as a cloak that allows politicians to convey their messages with finesse, while softening the impact of potentially harsh or controversial statements. Euphemisms play a crucial role in softening negative connotations associated with certain policies, actions, or decisions made by politicians. They are an effective communicative strategy employed by policymakers to ensure their true intentions are not overly exposed, and to shape public perception.

By resorting to such vocabulary when discussing events in Ukraine, the leaders of the United States, Canada and Ukraine aim to avoid describing the true state of affairs in the military and political sphere. This can be argued as a deliberate tactic to achieve and implement their own goals, to present facts and events in those tones that correspond their subsequent strategies and interests. Therefore, the use of euphemisms is often justified by the desire to be politically correct since the ideology of political correctness is a major feature of modern English-language political discourse.

The research of the use of euphemisms by the leaders of three states shows that all three leaders use euphemisms in their speeches but each of them has their own specific characteristics in terms of the use of these softened expressions.

1. Joe Biden, representing the United States of America as a partner of Ukraine, demonstrates his unique style of using euphemisms. He adopts a less burdensome and more diplomatic language style characterized by the use of words that appeal to justice and international standards, instead of more aggressive and categorical expressions. This may be an attempt to reduce tensions and avoid a directly confrontational language style.

2. In his public speeches, Justin Trudeau, the Prime Minister of Canada, demonstrates a diverse approach to discourse. His speech is characterized by significant straightforwardness and decisiveness in condemning Russia's actions, often through the use of direct words and phrases. Trudeau rarely uses euphemisms and this can be explained by a range of factors, such as strategic considerations or the necessity to maintain mutual understanding and diplomatic relations.

3. President of Ukraine, Volodymyr Zelenskyy demonstrates an impressive style of speech, defined by his directness and categorical approach in the context of war. In general, his speeches are characterized by the use of straightforward words and phrases where he openly condemns the aggressive actions of the neighboring country. It is worth noting that the use of euphemisms in Zelenskyy's speech is relatively rare, where they are rarely serious, sometimes

functioning as a softer and more restrained way of expression. His addresses emphasize national unity and the need to defend freedom and democracy during the Russo-Ukrainian war.

4. Therefore, a common feature of all three leaders is their ability to use euphemisms for situational effectiveness in communication, where adherence to diplomatic principles and the cultivation of a positive image of their countries are crucial aspects. At the same time, a common feature is their tendency to obscure negative connotations through the use of euphemisms. This is reflected in their ability to disguise or neutralize concepts that may have negative social or ethical connotations. The use of euphemisms by leaders in their speeches reveals differences in frequency and motivation, such differences attest to a strategic approach to communication and image formation. The frequency of euphemistic expressions can determine the extent to which leaders use these linguistic means to achieve their goals, while the motivation can indicate their intentions and strategies.

GENERAL CONCLUSIONS

The societal evolution is inherently entwined with the development of language, wherein the components of mass communication take an active part. The policy of courteous attitude to controversial phenomena within society and linguistic tact are firmly entrenched in various spheres of public life and consciousness, and, therefore, the process, development, and formation of euphemisms are gaining momentum and are widely disseminated among the public. For many years, euphemisms have remained and functioned in language due to their softened synonymous forms and have been the object of researchers' attention for many decades.

Euphemisms are the means of secondary nomination and constitute an important type of contemporary English lexicon, which significantly influences its formation and is reflected in various spheres of human activity. Functioning as neutrally colored words and expressions, euphemisms provide lexemes with unpleasant, repulsive, or obscene connotations a more tactful and appropriate sound, thereby enhancing the conceptual significance and altering its perception by the recipient in a positive way. It is noteworthy that, akin to other elements of language, euphemisms are characterized by dynamism and mobility, undergoing constant modifications and often acquiring new meanings and communicative impressions that a given euphemistic expression can create in a particular situation or societal context.

It is pertinent to note that the emergence of euphemisms was caused by factors associated with the taboo of various aspects of reality at certain stages of the development of society. Firstly, this phenomenon finds its origin in the religious prohibition among ancient peoples, imposing restrictions on certain actions in order to avoid adverse consequences. Usually, in this sense, the term is employed to denote cultic objects or personalities. The basis of these taboos lies in socioeconomic reasons; most often, the prohibition on the use of such words has a social or temporal constraints. In another sense, the lexeme is not limited to the stages of development of a society or culture. Contemporary taboos relate to designations of the

physiological sphere, pejorative, or socially unacceptable words; their purpose is to avoid naming concepts that evoke negative emotions in society.

Euphemistic periphrases are neutrally colored words and expressions used to refer to objects, phenomena, attributes with a sharply negative, indecent, or unpleasant connotation. To become a euphemism, a designation must create associations in the consciousness of the addresser and addressee, framing the object or phenomenon with a more positively assessed imagery than its denotation suggests. The euphemism acquires new functions and expands its scope of use. The range of reasons for euphemization expands, as more and more factors appear in the current sociocultural and political environment that require an enhanced perception by recipients.

In the first chapter of the thesis, in addition to the variety of interpretations of the concept of "euphemism" and the study of the genesis of the terminological apparatus of the studied concept, the functional features and approaches to the classification of euphemisms were also delineated. In the context of speakers' use of euphemisms, one or more motivational factors are revealed that are directly related to the functions of euphemisms. Notably, among the primary functions of euphemisms are cooperative, manipulative, elevative, veiling, distortive, mitigating, and provocative functions. The same euphemistic unit used in different linguistic environments (context) usually performs different functions. A critical analysis of the theoretical literature demonstrated that the content of the classification depends on the principles by which euphemisms are grouped. Throughout the study, it was identified that euphemistic nominations are classified according to the following criteria: the area of distribution, frequency of their use, social and thematic aspects, methods of creating euphemistic designations, including borrowing of foreign words or expressions, as well as some word-formation and phonetic processes.

Today, euphemisms are an integral part of contemporary political discourse, as it is the political sphere that contributes to strengthening the popularity of euphemisms, extending their influence into various other realms of societal life.

Political discourse functions as a unique type of political relations characterized by its institutional nature, informative content, semantic ambiguity, distance, logical statements, the presence of sociopolitical terminology and evaluatively charged lexicon. As a process of linguistic activity, it is an indispensable component of the organization and regulation of political processes within the country and in the international arena, serving as a reflection of the intricate connections between the individual and society.

In the second chapter of the qualification work, the concept of discourse and its type, political discourse, were described. In addition, euphemization was considered as a prerequisite for politically correct language in intercultural communication, and the correlation between such concepts as political correctness, doublespeak, and euphemistic constructions was elucidated.

Political discourse reflects the struggle for power and this determines the peculiarities of communicative actions, which are based on the desire to influence the intellectual, volitional, and emotional aspects of the addressee. Since the purpose of political discourse is not merely description but the creation of a foundation for convincing recipients and prompting action, political discourse deliberately uses argumentative models that primarily affect the cognitive and emotional capacities of the addressee. Euphemism is one of such means in political discourse, as it creates a new meaning as a unit of secondary nomination, influences the addressee's consciousness, evokes improved associations with negative phenomena and veils a certain politically disreputable actions.

The phenomenon of political correctness is interpreted in different ways: as a special ideology, a language movement, a cultural and linguistic category, language tolerance, etc. Within the framework of cultural and linguistic approaches, political correctness is considered not only as an element of political culture but also as a multidimensional linguistic and linguocultural phenomenon. Thus, there is no unanimous opinion among scholars on this phenomenon, but it is commonly agreed that political correctness is an element of generally accepted norms of behavior and

culture in society. Political correctness is primarily characterized by a tendency to compromise and avoid conflicts, the promotion of the ideas of multiculturalism, the inadmissibility of dismissive attitudes towards the cultural values of different races and nations, and the commitment to their equal coexistence.

The materials of the conducted study give grounds to believe that euphemistic units are relatively unstable elements in the context of political correctness, are subject to changes, additions, and removals from active word circulation. Moreover, some substitute words have undergone the process of lexicalization and over time have lost their obvious euphemistic origin, as in the case of doublespeak of expressions – deceptive euphemisms that tend to give the denoted phenomenon the opposite connotation. Doublespeak is the manipulation of information using various techniques, employing deceit instead of true facts. Political discourse is characterized by both political correctness and doublespeak, with euphemisms being the tools of both.

In light of this, some scholars argue that euphemisms are used to disguise reality, present the desirable as factual, and as a confirmation of their assertions, cite the fact that political correctness and doublespeak are expressed through euphemistic means. Nonetheless, within the academic realm, an alternative viewpoint exists, positing that euphemisms are created to denote unpleasant, derogatory, sharp, and coarse concepts, thereby emphasizing that not all euphemisms serve as tools for achieving political correctness and ambiguity in expressions. Despite all the assumptions, scholars converge on one point: euphemism is an inherent linguistic phenomenon, the primary purpose of which is to avoid conflicts between different subjects of communication.

The practical chapter of the paper was devoted to the analysis of euphemisms used by the leaders of such prominent countries as Joseph Biden, President of the United States, Justin Trudeau, Prime Minister of Canada, and Volodymyr Zelenskyy, President of Ukraine, in their speeches on Russia's full-scale invasion of Ukraine and the Russo-Ukrainian war.

All three leaders direct their speeches to an international audience, and the use of euphemisms may be their way of communicating in a more restrained way. Each leader applies euphemisms differently from the others, taking into account their specific goals and communication needs. Despite their use of euphemisms, all three leaders affirm their support for Ukraine and condemn Russian aggression but they do so in different linguistic forms, which may reflect their individual styles and approaches to international relations.

The conducted research has enabled the expansion of the boundaries of the study of euphemistic constructions, demonstrated the versatility and comprehensiveness of the euphemism phenomenon, and proved that the process of euphemization of language continues and modern political discourse serves as a direct source of its creation. The study provided a deeper understanding of the dynamics of language euphemization in the political dimension. Based on the analysis of the statements of world leaders in the context of the Russo-Ukrainian war, it is evident that the use of euphemisms is a crucial component of the communication strategy in the conditions of global conflicts. Observing the linguistic practices of leaders emphasizes their endeavor to maintain a balance between expressiveness and diplomacy in expressing their positions. This research also highlights the importance of euphemisms in creating a public image of world leaders in the context of global conflicts. They not only shape the linguistic aspect of the discourse but also determine the structure of public perception of events and individuals involved in these events.

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