



**EXPLORING THE TYPES AND FUNCTIONS OF
EUPHEMISTIC EXPRESSIONS IN THE AMERICAN
MASS MEDIA**

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Ahmed Abdulrazzaq Ahmed AHMED

**Thesis Supervisor
Assist. Prof. Dr. Nayef JOMAA**

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EXPRESSIONS IN THE AMERICAN MASS MEDIA**

Ahmed Abdulrazzaq Ahmed AHMED

T.C.

Karabuk University

Institute of Graduate Programs

Department of English Language and Literature

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Thesis Supervisor

Assist. Prof. Dr. Nayef JOMAA

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TABLE OF CONTENTS

TABLE OF CONTENTS	1
LIST OF TABLES	4
LIST OF FIGURES	5
THESIS APPROVAL PAGE.....	6
DECLARATION.....	7
FORWARD	8
DEDICATION.....	9
Abstract.....	10
ÖZ.....	11
ARCHIVE RECORD INFORMATION	12
ARŞİV KAYIT BİLGİLERİ.....	13
SUBJECT OF THE RESEARCH	14
PURPOSE AND IMPORTANCE OF THE RESEARCH	14
METHOD OF THE RESEARCH	14
HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM.....	14
SCOPE AND LIMITATIONS / DIFFICULTIES	14
CHAPTER ONE: INTRODUCTION.....	15
1.0 Introduction.....	15
1.1 Background of the Study.....	16
1.2 Statement of the Problem.....	16
1.3 Research Questions.....	18
1.4 Objectives of The Study.....	19
1.5 Significance of the Study	19
1.5.1 Beneficial for foreign people who live in America	20
1.5.2 Beneficial for English language learners.....	20
1.6 Limitations.....	21
1.7 Summary of the Chapter.....	21
CHAPTER TWO: LITERATURE REVIEW	23

2.0 Introduction.....	23
2.1 Theories and Definitions	23
2.2 The Difference between Euphemism and Dysphemism	25
2.3 Features of Euphemism	26
2.3.1 Nationalism	26
2.3.2 Regionalism.....	27
2.3.3 Ambiguity.....	27
2.3.3.1 Semantic Ambiguity	28
2.3.3.2 Syntactic Ambiguity	28
2.3.3.3 Narrative Ambiguity	28
2.4 Types of Euphemism.....	29
2.5 The Function of Euphemism.....	31
2.6 The Concept of Taboo and Its Relationship with Euphemism	33
2.6.1 Significance of Linguistic Taboo Study	35
2.6.2 Taboo Words	36
2.7 Literature Review and Related Studies	38
2.8 Media Language.....	42
2.8.1 Euphemism in Media	42
2.9 Conceptual Framework.....	43
2.10 Summary of the Chapter	45
CHAPTER THREE: RESEARCH METHODOLOGY	46
3.0 Introduction.....	46
3.1 Research Design	46
3.2 Research Sampling.....	47
3.3 Data Collection	47
3.4 Materials	47
3.5 Data Analysis' Techniques	51
3.6 Findings of the Pilot Study	68
3.7 Trustworthiness.....	70
3.8 Summary of the Chapter	72
CHAPTER FOUR: FINDINGS AND DISCISSIONS.....	73

4.0 Introduction.....	73
4.1 Data presentation	73
4.1.1 The New York Times findings:	73
4.1.2 The Wall Street Journal findings.....	78
4.1.3 Washington Post findings	83
4.2 Discussions	89
4.2.1 Similarities and Differences with The Previous Studies	90
4.2.2 Similarities and Differences within The Articles Itself	91
CHAPTER FIVE: CONCLUSION	93
5.0 Conclusion	93
5.1 Limitations and Suggestions	94
REFERENCES.....	96
APPENDICES	102
RESUME	104

LIST OF TABLES

Table 1: Euphemism’s Types.....	30
Table 2: The Functions of Euphemism.....	33
Table 3: The New York Times articles.....	48
Table 4. The Wall Street Journal articles.....	49
Table 5. The Washington Post articles.....	50
Table 6 Pilot Study	70
Table 7: The Findings of New York Times Section	76
Table 8: The Findings of the Wall Street Journal Section.....	81
Table 9: The Findings of the Washington Post Section.....	86

LIST OF FIGURES

Figure (1): Conceptual framework.....	44
Figure (2): The New York Times findings chart.....	78
Figure (3): The Wall Street Journal chart.....	83
Figure (4): The Washington Post chart.....	88
Figure (5): Discussion diagram.....	89

THESIS APPROVAL PAGE

I certify that in my opinion the thesis submitted by Ahmed Abdulrazzaq Ahmed AHMED titled “EXPLORING THE TYPES AND FUNCTIONS OF EUPHEMISTIC EXPRESSIONS IN THE AMERICAN MASS MEDIA ” is certainly valid in both scope and quality, as thesis research to acquire the Master degree in Applied Linguistics.

Assist. Prof. Dr. Nayef JOMAA.
Thesis Advisor, Department of English Language and literature

This thesis is accepted by the examining committee with a unanimous vote in the Department of English language and literature as a Master thesis. April 27, 2021.

<u>Examining Committee Members (Institutions)</u>	<u>Signature</u>
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Chairman : Assist. Prof. Dr. Nayef JOMAA (KBU)
--	-------

Member : Assoc. Prof. Dr. Irfan TOSUNCUOĞLU (KBU)
---	-------

Member : Assist. Prof. Dr.Ceyhun KARABIYIK (AUU)
--	-------

The degree of Master by the thesis submitted is approved by the Administrative Board of the Institute of Graduate Programs, Karabuk University.

Prof. Dr. Hasan SOLMAZ
Director of the Institute of Graduate Programs

DECLARATION

I hereby declare that this thesis is the result of my work and all information included has been obtained and expounded following the academic rules and ethical policy specified by the institute. Besides, I declare that all the statements, results, materials, not original to this thesis have been cited and referenced literally.

Without being bound by a particular time, I accept all moral and legal consequences of any detection contrary to the aforementioned statement.

Name Surname: Ahmed Abdulrazzaq Ahmed AHMED

Signature:

FORWARD

First of all, and proudly, I would like to thank to present extreme gratitude to our greatest creator “Allah” for his blessings that have been bestowed upon me, besides, a special thank goes to the greatest teacher prophet Muhammed (Peace Be Upon Him). Secondly and sincerely, I have a thankful heart to every member of the family, especially my parents for encouraging and supporting me throughout my life, and specifically this study.

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DEDICATION

This Study is Dedicated To

My Beloved Parents with Special Love and Respect

Abstract

Nowadays, the different ways of communication are interlinked with the mass media in many fields of life. Mass media always use euphemistic expressions to avoid unpleasant terms or situations. This study explores the use of euphemistic expressions which are used in the common American newspapers, namely (*Washington Post, The Wall Street Journal, and New York Times*). The study firstly aims to clarify the concepts of euphemism and taboo and also to show the importance of using them in media. Moreover, it aims to find out the types of euphemistic expressions that are used in political articles, especially in the newspapers mentioned above in the last decade (2010-2020). Besides, it aims to point out the function of each type, and finally explore the origin of each euphemistic term that is interconnected with politics. Using euphemisms is sometimes equivalent to politeness, so, the researcher investigates the features of euphemism, and sort out the concept of taboo language and the relation between taboo and euphemism. The design of this study uses the qualitative approach by selecting purposefully twenty-one articles from the newspapers mentioned above. The articles were divided into three groups, seven articles from each newspaper. As a result, politicians adjust their speeches to their people ideologically and culturally, this is how they seek to gain a positive reaction from people. Besides, according to Allan and Burrige's theory, the researcher finds out that euphemism has many types which are interconnected with many fields of life, moreover, politicians or even the publishers built their speech euphemistically for many reasons such as covering up real facts, some criminal acts, to avoid unpleasant terms, or even to make the politics of the country seems more stable. In everyday conversation, euphemisms play a very significant role, so the findings of this study facilitate the way to know the types of euphemisms for those who wish to speak appropriately in different contexts.

Keywords: Euphemism, Taboo words, Washington Post, The Wall Street Journal, New York Times, Qualitative

ÖZ

Günümüzde farklı iletişim yolları, yaşamın birçok alanında kitle iletişim araçlarıyla iç içe geçmiştir. Kitle iletişim araçları, hoş olmayan terim veya durumlardan kaçınmak için her zaman örtmeceli ifadeler kullanır. Bu çalışma, yaygın Amerikan gazetelerinde (*Washington Post*, *The Wall Street Journal* ve *New York Times*) kullanılan örtmeceli ifadeleri ele almaktadır. Ayrıca son on yılda (2010-2020) yukarıda bahsedilen gazetelerde başta olmak üzere siyasi makalelerde kullanılan üstü kapalı ifade türlerini bulmayı amaçlamaktadır. Ayrıca, her bir türün işlevine işaret etmeyi ve nihayet siyasetle bağlantılı her bir örtmece terimin kökenini keşfetmeyi amaçlamaktadır. Örtülü sözcükler kullanmak bazen nezaketle eşdeğerdir, bu nedenle araştırmacı, örtmeciliğin özelliklerini araştırır ve tabu dili kavramını ve tabu ile örtmece arasındaki ilişkiyi çözer. Bu çalışmanın tasarımında, yukarıda bahsedilen gazetelerden kasıtlı olarak yirmi bir makale seçerek nitel yaklaşım kullanılmıştır. Makaleler, her gazeteden yedi makale olmak üzere üç gruba ayrıldı. Sonuç olarak siyasetçiler konuşmalarını ideolojik ve kültürel olarak kendi halkına göre ayarlarlar, bu şekilde insanlardan olumlu bir tepki almaya çalışırlar. Ayrıca, Allan ve Burrige teorisine göre araştırmacı, örtmeciliğin hayatın birçok alanıyla bağlantılı birçok türü olduğunu ortaya çıkarmaktadır, dahası, siyasetçiler ve hatta yayıncılar, gerçek gerçekleri örtbas etmek, bazı suç eylemlerini örtbas etmek, hoş olmayan ifadelerden kaçınmak, hatta ülke siyasetini daha istikrarlı hale getirmek gibi pek çok nedenle konuşmalarını örtük bir şekilde inşa ettiler. Gündelik konuşmalarda, üstü kapalı ifadeler çok önemli bir rol oynamaktadır, bu nedenle bu çalışmanın bulguları, farklı bağlamlarda uygun şekilde konuşmak isteyenler için örtmece türlerini bilmenin yolunu kolaylaştırmaktadır.

Anahtar kelimeler: Örtmece, örtmeceli ifadeler, Tabu kelimeleri, Washington Post, The Wall Street Journal, New York Times. Nitel

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SUBJECT OF THE RESEARCH

This study focuses mainly on the types and functions of euphemistic expressions in the American mass media.

PURPOSE AND IMPORTANCE OF THE RESEARCH

This study aims to explore the types, functions, and origins of euphemistic expression in the political articles of the American well-known newspapers (*Washington Post, The Wall Street Journal, and New York Times*).

METHOD OF THE RESEARCH

This study applied the theory of euphemism by Allan and Burrige (1991) to analyze qualitatively several political articles in the American mass media.

HYPOTHESIS OF THE RESEARCH / RESEARCH PROBLEM

Showing the similarities and differences between the previous studies and the current one, and also analyzing the similarities and differences in euphemism and taboo within several political articles.

SCOPE AND LIMITATIONS / DIFFICULTIES

The limitations of the current study are restricted to analysing qualitatively the euphemistic expressions in the three selected journals of the American mass media.

CHAPTER ONE: INTRODUCTION

1.0 Introduction

Recently, linguistics has a strong demand in the language especially in the language of the mass media to highlight numerous political, domestic, and inter-ethnic conflicts which have great importance in the life of contemporary society. To avoid harming or disturbing others, euphemism is generally described as a meaning of uttering words politely, thus it would be reasonable to presume that euphemizing serves good purposes and that the speaker uses euphemisms with honest intentions.

According to Merriam Webster, euphemism is a mild or indirect word or expression replaced by one that is considered to be too harsh or blunt when referring to an unpleasant thing. However, it can be explained in this way: it is the act or an example of replacing a mild action or a mild word, indirect, or vague term with something that is considered harsh, offensive, or blunt. Euphemistic expressions with a communicative feature of evasiveness, politeness, and concealment have double roles in everyday social life (American Heritage Dictionary of the English Language, 2000). On the one hand, Euphemistic expressions put an end to some humiliating and offensive situations, revealing the culture of the speaker, which is embodied as the lubricant of social development. On the other hand, the overuse of it may lead to confusion, for example, misunderstanding political cosmetic words.

Euphemism helps writers convey the ideas that have become a social taboo and are too embarrassing to mention something indirectly. Politicians skillfully select suitable words indirectly to refer to or discuss a subject. Modern English euphemistic expressions have to deal with all aspects of personal life as well as social lives ranging from political and economic life to everyday childbirth, death, disease, human body, marriage, etc. Since euphemisms are established social speaking and behavioral standards, there are many ways of thinking as well as the outlook of value, it is essential to study their characteristics and application.

1.1 Background of the Study

Firstly, the mass media in the United States consists of many types, such as TV Radio, magazines, newspapers, movies, etc. Mass media is a contact way that reaches a wide audience, whether printed, posted, or spoken. Nowadays, the mass media is an essential power, particularly in America. It plays a central role not only in the political processes but in all types, ranging from coverage of world political events and organizations to impact on campaigns and elections, also in the lives of every person. Besides, Americans tend to use different styles of speech such as noun phrases, some code terms, and even some phrasal verbs to reach the close term to the direct speech. Thus, Americans often tend to use euphemisms when talking about sensitive topics such as death, body parts, sex, and some political issues. Consequently, they try to bring some indirect expressions in their speech.

Accordingly, the researcher focuses on some political articles that are published in the common American newspapers namely (*Washington Post, The Wall Street Journal, and New York Times*), in the last decade (2010-2020). Throughout selecting the articles, the researcher found out that the use of euphemism in political speeches is very wide. Moreover, politicians and American publishers use euphemism in their utterances, spoken or written, to cover up or soften the negative connotations and denotations of other terms or phrases, and sometimes to inform something related to politics or other fields. Thus, the importance of using euphemism in media also has the power to affect the positive mood, viewpoint, and behavior of people around many sensitive topics, such as gender, race, and age.

1.2 Statement of the Problem

People when speaking in some situations must be careful in their speech, especially when they talk to those who might be offended or distributed by some situations. Moreover, to those who might be from another culture, so, the importance of using euphemistic expressions is to soften otherwise difficult or unpleasant things in speaking to avoid offensive words (Williams & Shipley, 1975).

Any language will reveal the culture of the people who use it, because of various histories, social traditions, beliefs, religions, and moral principles. It is important to mention that the use of euphemisms differs from culture to culture. In different languages, cultural variations may lead to making differences in the type and meaning of euphemistic expressions; therefore, the amount of using euphemism depending on from which culture a text will change. There are many problems that speakers face when learning about a particular culture and how to deal with people indecently, that is about everyday speech. (Keyes, 2010).

In addition to that, many previous studies that deal with euphemisms tried to explain the concept of euphemism and how it is used or interlinked with politics. Some of them aim to explore the semantic role of euphemisms that are used in some political issues. Aiming at investigating the phonetic aspects of euphemism, as a previous study, Fei Deng's "An Analysis of Phonetic Formation in English Euphemism" (2016), suggests that phonetic deviations, acronyms, tone changes, spelling, repetition, and clipping altogether contribute to the utilization of euphemism. Studying both the concepts of political correctness and euphemism being explored by prominent Western linguists, especially Russian ones, Shemshurenko and Shafigullina's journal is "Politically Correct Euphemism in Mass Media Based on American and Turkish Online Periodicals of the Beginning of The 21st Century". Thoroughly analyses the functional idiosyncrasies and categorizations of euphemism based on the theory of Political correctness. In the results of this study, the authors found that euphemisms in Turkish and American media are widely employed and also found that the American mass media is more characterized by the widespread use of politically correct lexemes. It contains a great number of politically correct lexemes more than the Turkish media.

Furthermore, there is another study that tends to find out the styles, functions, or the role of euphemism. It is similar to this thesis written by Farid Munfaati (2008), which explores the euphemism that is used in the political articles in Reuters.com. The writer of this study found fifteen headlines that involved euphemism in Reuters.com in the decade of March 1st up to March 31th 2008 and explored nine types of euphemism, four styles, and five functions. In sum, it is very important to mention that each study has different

scopes and different limitations even if they are used in the same theory. Thus, all the findings of the previous studies may be good guidance for many researchers who want to deal with the use of euphemisms or political discourse.

This study deals with the euphemistic expressions in the American mass media, especially in (*Washington Post, The Wall Street Journal, and New York Times*). The scope of the study contains three groups according to the newspapers which have been mentioned above. Each group contains seven articles so that some articles use a lot of hidden meanings inside contexts. To solve these problems, the researcher uses the Allan and Burrige theory of dividing the types into thirteen one to know which aspect or type that these expressions belong to, the function, and the origin of each term.

1.3 Research Questions

There are three questions formulated to be analyzed through this study:

- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*New York Times*) in the last decade (2010-2020)?
- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*The Wall Street Journal*) in the last decade (2010-2020)?
- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*Washington Post*) in the last decade (2010-2020)?

Accordingly, this study aims to find out the types, functions, and origin of the euphemistic expressions found in articles posted on (*Washington Post, The Wall Street Journal, and New York Times*) in the American mass media in the last decade (2010-2020). According to the previous questions, this study will explain that euphemism is used to avoid embarrassment and the direct mention of social taboo. It demonstrates the hidden meaning behind the euphemistic expressions in some political issues.

1.4 Objectives of The Study

This study has three objectives that can help the readers to obtain solutions to the main problems of this research. These purposes can be summarized as:

- To explore the types, functions, and origins of euphemistic expressions used in the political articles of (*New York Times*) in the last decade (2010-2020).
- To explore the types, functions, and origins of euphemistic expressions used in the political articles of (*The Wall Street Journal*) in the last decade (2010-2020).
- To explore the types, functions, and origins of euphemistic expressions used in the political articles of (*Washington Post*) in the last decade (2010-2020).

1.5 Significance of the Study

The world is constantly changing; people should know how to speak politely in every culture or even know some cultural habits of any culture they want to live in. This work is hoped to be valued by people who want to explore the euphemistic expressions which are used in some American articles in the field of politics, in addition to those who wish to speak politely. Besides, this work can be useful for many people who live in or out of America.

However, the previous studies related to the main part of this research, euphemism, elaborate on some random aspects of language use. The current study scientifically concentrates on the importance of euphemism and its difference between taboo and dysphemism. Additionally, it offers an evident analysis of the mentioned well-known American newspapers' different styles of using euphemism in the political field. Certainly, in this thesis, the modern form of rhetoric is focused on. One of the main aims of this study is to contribute a useful resource based on the exploration of a considerable number of articles discussing wide-world problematic issues.

The present thesis offers vivid suggestions for further studies, it suggests that the British newspapers also encompass different models of euphemism. Thus, researchers may be able to contribute new related researches by analyzing the British styles and of course selecting the recent articles. Focusing on the mass media and the trending

newspapers such as “*The Times*”, “*The Guardian*”, and “*The Independent*”. Moreover, the researcher also suggests that nowadays the economic issues are widely interconnected with politics, so that, the new coming studies should focus on those two aspects and show the relation between them.

1.5.1 Beneficial for foreign people who live in America

To understand euphemisms, the foreign people who live in a culture that differs from theirs, people have to understand the culture of the language that is associated with euphemistic words. In all cultures, such expressions are taken as taboos, replacing those expressions which are prohibited or to be avoided. Also, Rawson (1995) stated that the euphemism is a cultural-linguistic production or it is a figure of speech that shows the multiple relationships with the society that are described. Taboo, as a networking mechanism, helps to analyze courtesy, suit the proper context, and gratefully express the ideas. Accordingly, people who live in America have to pay attention to many euphemistic expressions, which are interlinked with religion, sex, politic, and many fields of life to avoid causing harm in many cases.

1.5.2 Beneficial for English language learners

Euphemism as mentioned previously is a type of speech that consists of replacing a word or phrase with a comparatively beneficial implication or less unpleasant connections. In everyday conversation, euphemisms play a very significant role. It has lubricated human beings’ contact in daily life. Learners of the English language try to use euphemisms to express their politeness, to resist being rude, and to serve or avoid the psychological, and useful needs of both speakers and listeners in conversation. Moreover, the benefits of using the euphemistic expression for the learners to avoid embarrassment, also these expressions allow learners how to soften the otherwise difficult or unpleasant things which they speak. (Burchfield,1985).

1.6 Limitations

In this field, the researcher tries to sort out the limitations of the study that are followed. The exploring of using the euphemistic expressions in this thesis depended on the theory of euphemism that belongs to Allan and Burrige (1991). The theory investigated the concept of euphemism and showed the main difference between euphemism and dysphemism, and also with taboo. The theory also investigated thirteen types of euphemisms in many aspects of life such as the types that are connected with religion, death, body parts, sexual acts, etc.

Accordingly, the scope of this study is restricted to specific political articles from the common American newspapers (*New York Times*, *Washington Post*, *The Wall Street Journal*). The researcher selected twenty-one political articles, seven articles from each newspaper. Thirteen types of euphemistic expressions were found in the data depending on the classification of Allan and Burrige. Moreover, many scholars talk about the functions of euphemism and sorted out many of them, but in this thesis, the researcher focused on the functions of euphemism that Allan and Burrige mentioned in their theory. Last but not least, the researcher used some online common dictionaries like Merriam Webster and the online etymology dictionary to investigate the origin of each euphemistic term.

The articles which are taken in this study concentrate on the political aspect. The researcher focuses on the period of the articles' publishing from 2010 to 2020. This thesis can be regarded as a qualitative study because the researcher collects the data purposefully and starts the hand analysis to sort out the types and functions of euphemism in some parts of political speeches.

1.7 Summary of the Chapter

This chapter explained the whole introduction of this study. It also showed the purpose behind the use of euphemistic expressions in many fields of life. Moreover, it explained the problems of the study and how people tend to speak politely. This chapter

also investigated the research objects. Besides, the aims and the limits of this study have been explained. Many people may not pay attention when they talk to other people from another culture. Therefore, this section mentioned the aims of using euphemistic expressions. Last but not least, the domain and the significance of the study have been mentioned with the benefits for both, the foreign people who live in America and for English language learners. To connect the previous information with the next, the researcher will start to talk about the previous studies that related to the main topic referring to the concepts of euphemistic expressions.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

The language that people use in their everyday life can be both simple and complicated at the same time. People should have an idea of what they say and how they convey it. In this chapter, the researcher clarifies the concepts of euphemism. Euphemism is an indirect way to speak about something that may be harsh, offensive, or taboo. To make it sound better or, at least, less offensive. People must be aware of the concepts of euphemism and know how to find out them throughout the speech, both in written and spoken. This chapter will investigate the differences between euphemism and dysphemism, the features of euphemism, types, functions, and the concepts of taboo and its relation with euphemism. Furthermore, it shows the previous studies and literature review.

2.1 Theories and Definitions

In this section, the researcher tries to sort out that this thesis uses the Allan and Burridge theory (1991) which is the theory of euphemism. the purpose of this theory is to explain the kinds of euphemism and dysphemism, and how people use them for many situations. According to the authors of this theory, euphemism can be used as an alternative to unpleasant terms, and dysphemism can be defined as an expression with connotations that are harmful either about the connotation or to people or both. Moreover, the authors also classified the euphemism into thirteen types to draw the path for analysis.

On the other hand, the concept of "Euphemism" comes from the Greek language, "Eu" means "*well*" while "phemism" means "*language, the expression*" Euphemism then simply means to speak in good words or a pleasant manner. Moreover, another expression also derives from the Greek language which means (*Well and Pannai*) to speak politely. This definition is very similar to the current one, which relates to the phenomenon that how people can replace offensive items with other items that are more pleasant (Yuwan, 2004). The euphemistic expressions can be regarded as a language tool. They are used frequently in everyday speech, and may also affect the listener's

interpretation. The main idea of euphemistic expressions is to replace a word or phrase, but keeping the syntactic and semantic features of the sentence, with a little changing to the emotional nuances (Jay, 2009).

McArthur (1992) explains a euphemism as a word or phrase that comes instead of a taboo word or representing to avoid fearful, unpleasant, or negative subjects. It also explains a euphemism, referring that it is a word or a phrase used as a polite substitute for another, which is considered too painful or offensive to many texts such as religious, political, and many literary texts. Moreover, it can be defined as a figure of speech whose name in Greek means ‘speaking good or well of something’. Speaking or writing euphemistically means using a milder, polite, less direct, or even less honest expression rather than one that is considered too blunt, vulgar, straightforward, or revealing. It is important to note that euphemism can be handled as a synonym since it can be used to replace a word having a similarly meaningful word or phrase. Some euphemisms also can be considered better than other euphemisms by covering the embarrassing or taboo nature of the words.

Furthermore, euphemisms are considered crucial and effective linguistic materials, most probably, they may be embodied highly deep in the human everyday language that a considerable number of people, even those who have a sense of pride in their plain speech. Speakers cannot get through a sequence of daytime without using such expressions (Linfool-Ham, 2005). The main reasons behind the need for euphemistic terms are both social, for using suitable items to deal with people from another different culture. And emotional, since activities numerous discussions of prohibitions and taboo matters; for instance, sexual issues, personal appearances, as well as religious problems. Additionally, euphemism serves a crucial role in the pressure window while preserving an influential impression towards delicacy. (Online Etymology Dictionary, 2014)

A euphemism is a substitution of a pleasant or less offensive word or phrase for someone who could offend or imply something negative to the receiver, or make it less disturbing for the speaker. A central element within the common application of political correctness is the deployment of euphemisms. It can also substitute a summary of something or someone to prevent the uninitiated disclosing of secret, holy, or sacred

names, or to hide the identity of the target of a possible eavesdroppers' conversation. Moreover, many euphemistic expressions refer to entertainment.

Euphemistic expressions are interlinked with everyday language in different fields, these classifications can be mentioned in this part, for instance, euphemisms still widely used around the world in different cultures, starting with the daily life language as a sample, people tend to avoid any unpleasant or offensive terms to be in the safe zone of speech. For example, when speaking with an old person about death, People usually tend to be sensitive. In addition, the terms of the sexual act also replaced by people in the public or even when speaking formally, for example, “*intercourse*”, “*go to bed*”, and “*have relation*” are euphemistic expressions instead of the term “*fuck*”. Moreover, people also do not say “*this person is fat*” for someone looks fat, they euphemize this term into “*big-boned*” or “*overweight*” to be more likable (Keyes, 2010).

Another side of daily life speech is the military area, this field has a lot of euphemistic terms which refer to some military jobs, or killing. For instance, people called the enemies “*invaders*”, or “*soft skin targets*”. Besides, killing terms also contain some euphemistic expressions, legal killing, for instance, the term “*execution*” used by someone to be euphemism as well as to “*silence someone*”; but recently people replaced this term with “*capital punishment*”. Thus, all these code terms aim to cover up or hide some facts, events, or situations. (Keyes, 2010).

2.2 The Difference between Euphemism and Dysphemism

According to Paul R. (2019), euphemism can be defined as the replacement of an unoffended term into a pleasant term, for instance, the term “*passed away*” is an explicit term instead of “*died*”. Euphemism is mentioned in the Oxford English Dictionary (1989) as an expression that the speaker intends to be less offensive, troubling, or disturbing to the listener than the word, or phrase it substitutes for, while a Dysphemism refers to something that may sound worse than it is. Therefore "dysphemism" is the opposite of "euphemism" and was in essence modeled after the previous term. Moreover

"dysphemism" can define as an offensive or degrading term or expression used in place of an agreeable or harmless one.

While the term meaning of euphemism is obvious and common, it also carries an extended significance, there is no such thing as dysphemism. For precisely the opposite reason that a euphemism is used, dysphemism is defined as an expression with connotations that are either offensive to the denotation or the audience, or both, and for that reason, it replaces a euphemistic expression. It is also derived from the Greek language "*dys*", which means "miss" or "none", and "*pheme*", which means "reputation" or "speech". Moreover, dysphemisms are used to speak about one's rivals, stuff that individuals want to disapprove of, and things that they want to see downgraded. Therefore, they represent crucial features of political groups and cliques speaking of the confronting and non-confronting opponents; of feminists speaking of men; and also of macho types speaking of women and useless behaviors.

2.3 Features of Euphemism

In this field, the researcher discusses the features of euphemism and it can be divided into three typical features which are:

2.3.1 Nationalism

According to the Merriam-Webster Dictionary, nationalism can be defined as loyalty and devotion to a nation, in particular a sense of national awareness, and exalting one nation above all others, and putting the main emphasis on the promotion of its culture and interests as opposed to those of other nations. The word nationalism also refers to a person or group's loyalty to a country. This term is generally used when referring to a community that elevates one nation's status above another and focuses on the destruction of the cultures of others, or the advancement of their own.

There are, in general, multiple environments including both natural as well as social, numerous nationalities and cultures of harmonic traditions influencing the terms of

lifestyles, acquired etiquettes, reactions, and behaviors as well as the personal view that lead to the proper use of euphemism. Taking a narrower example, American baseball, a sport that is watched by almost every citizen. Thus, there are numerous euphemisms for baseball such as: “hitting a home run” which is an idiom that means to have a sexual relationship for the first date, another one is “fighting both sides” which offers a more polite meaning for the unaccepted “by sexual” relationship of love by social norms, moreover, battling in the side of others or more specifically “for the other side” and this one refers to homosexuality relationships. (Li-na, 2015).

2.3.2 Regionalism

According to Victor (2018), regionalism can be identified as an ideology, related to politics, that prefers a specific, maybe a small, region to larger and more secondary areas. This thought is regarded as a result of different factors in normal life and political separations. It may also occur as caused by the division of religious geographical understanding. Regionalism may come to reality by the influence of social and cultural boundaries, as well as, the proper identification of linguistic parts of countries. In different parts of the world, people introduce multiple folks and dressings that carry historical attributes, this leads other societies which speak another language to reflect. Turkey, as an animal, for instance, is considered as an American figure which is more favorable to the citizens in America. Having turkey as a dinner represents an essential ceremony during Christmas as well as thanksgiving in American homes. Hence the euphemisms which are related to turkey can be found in the daily language of American English. The “cold turkey” is an indirect idiom that implies the meaning of the sudden giving up smoking or other addiction such as alcohol, on the other hand, the term “talk turkey” carries the meaning of speaking frankly or speaking in business.

2.3.3 Ambiguity

In general, some ambiguous forms of euphemistic language are used properly to substitute the accurate expressions, thus, expand the resulting meanings and understandings. Those forms of ambiguity in speaking may play an important role in the process of hiding the brutality of news about different virulent things such as war

scenery, disastrous accidents, natural disasters, and crises as well as violent diseases. Ambiguity is an idea or situation understandable in more than one way. This goes from ambiguous phrases to ambiguous lines of the story and ambiguous arguments. It has three types, the first refers to semantic ambiguity, the second refers to syntactic ambiguity, and the third one refers to narrative ambiguity. (Literary Terms, 2015)

2.3.3.1 Semantic Ambiguity

This kind of ambiguity is also referred to as “polysemy”, it occurs when a single dictionary word offers other multiple understanding meanings. Nearly all English words are considered as “polysemous”, which leads to the consideration that several statements in English contain semantic ambiguities. For example, different interpretations can be seen in the term ' play '. Moreover, somebody can take a role-play on stage, playing a musical instrument or a video game, and some people would not have any questions in which most contexts are talking about. Giving a real-life example, in case visiting a musician and asking him to “play classic music”, this statement would be ambiguous.

2.3.3.2 Syntactic Ambiguity

This kind of ambiguity derives from the sentence structure more than the words. For example, the murderer killed the student with a book. All these words may be known to mean individually, but they are altogether ambiguous; was the book used as a weapon of murder? or did the victim carry a book during the attack? As a result, poor grammar can easily cause that sort of ambiguity.

2.3.3.3 Narrative Ambiguity

This is when a plotline could mean more than one thing; the storyteller does not explicitly let the reader know. For example, a relationship between two characters might be ambiguous if it is not clear whether or not they like each other. Here in this case the reader should know the sequence of events or the situations.

2.4 Types of Euphemism

Euphemism is complemented by understanding or using words that are integrated semantic features that do not add up to the meaning intended. According to (Paul. R., 2019), (Allan & Burrige,1991), and (Rusman, 2000), euphemism can be classified into thirteen types. The first type refers to the metaphor, which deals with something different from the literal meanings, for example, "*A bun in the oven*" means "She is pregnant". The second type is the idiom; it can be defined as a single unit whose meaning cannot be worked out from its separates parts. Some examples of the American culture about this type are: euthanasia for mercy killing and genocide stands for ethnic cleansing. The third one is circumlocution; it means the use of many words when someone wants to say something in a few words. For example, *the little girl's room* refers to the "toilet" and *visual disorder* stands for "blind". The fourth type refers to "litotes", it is a figure of speech that consists of an understand case that is expressed by a negative case. For example, if someone says *I'm not bad*, that means everything is good.

The fifth type is the use of learned terms instead of common terms, for example, marriage or convenience means marriage for getting the material. The sixth one refers to "acronym and abbreviation", this type contains a set of initial letters from a phrase that usually comes from another word such as "HIPCs" derived from (*Highly Indebted Poor Countries*). The seventh type is that general-for-specific it refers to a specific thing by using subclasses, for example, *go to bed* stands for "fuck". The eighth type refers to hyperbola that deals with exaggerated statements, to make a point or show emphasis. For example, *I could eat a horse*, which means that I am so hungry. Hyperbole is also found in euphemistic expressions like *flight to glory* instead of "death". The ninth one is denial, a situation that is used by a person trying to distinguish the true meaning, or it is a statement that something does not exist. Such as, they are not seriously seeing each other, "seeing" here comes to be called a love affair. The tenth and eleventh types are closely similar to each other, they refer to the euphemistic dysphemism, which uses the location in euphemistic expressions but the illocution on dysphemism. The twelfth type refers to synecdoche which means a figure of speech that refers to the general thing in specific. For example, *all hands on deck* is a request for all the crew to help, another common

example is *the boots on the ground*, the word "boots" refers to the soldiers. The last type refers to the associative engineering or irony that means a figure of speech that intended meaning of something in the opposite of its literal meaning. (Paul R., 2019). The types of euphemism mentioned above can be clarified appropriately in the following table according to (Allan and Burridge,1991), and (Paul R., 2019):

	The type	The explanations with examples
1	Metaphor	Refers to something different from the literal meanings, for example, " <i>A bun in the oven</i> " means "She is pregnant"
2	Idiom	Its meaning cannot be worked out from its separates parts. For example, <i>euthanasia</i> for mercy or <i>genocide</i> stands for ethnic cleansing.
3	Circumlocution	say something in many words when someone wants to say something in a few words. For example, a <i>little girl's room</i> refers to the "toilet"
4	Litotes	Another less significant figure of speech presents the negative statement as seen to affirm a different positive one. For instance, if someone says <i>I'm not bad</i> , that means he is in a trouble, but he pretends to reassure that everything is okay.
5	Using some terms instead of common terms	This kind refers to use some items instead of others, for example, <i>marriage</i> or <i>convenience</i> means marriage for getting the material.
6	Acronym and Abbreviation	A set of initial letters from a phrase that usually comes from another word such as " <i>C. I. A</i> " derived from (Central Intelligence Agency).

7	General-for-Specific	It refers to a specific thing by using subclasses, for example, <i>go to bed</i> stands for "fuck".
8	Hyperbola	This type deals with exaggerated statements, to show emphasis. For example, <i>I could eat a horse</i> , which means that I am so hungry.
9	Denial	It is a statement that something does not exist. Such as, <i>they are not seriously seeing each other</i> , "seeing" here comes to be called a love affair.
10-11	The Tenth and Eleventh types are closely similar to each other	They refer to use the of location in euphemistic expressions but the illocution on dysphemism.
12	Synecdoche	It means general to specific. For example, <i>boots on the ground</i> , the word "boots" refers to the soldiers.
13	Associative engineering or Irony	It clarifies the changing of the meaning of the words or phrases.

Table 1: Euphemism's types

2.5 The Function of Euphemism

Euphemism helps writers convey those ideas that have become a social taboo and are too embarrassing to be mentioned directly. Thus, euphemism is a useful tool that allows writers to write politely about difficult issues. Mazidah (2007) pointed out that there are four functions of euphemism that can be classified according to the way of speech. It can be followed as, the expression primarily informs which deals with the new information, evaluates which deals with the writer's opinion, moralizes which conveys the writer's attitude toward the value of the person's utterance and organizes or functions as a discourse signal. The last one can be regarded as the political euphemistic function which shows the reader's reaction to something in the extra linguistic situations.

In addition, Pan (2013) mentioned in her study that there are other four functions of euphemism, the first is the function of being polite, this kind is used when people have to refer to something unpleasant, they try to employ some mild or another polite expression. In such cases, the use of euphemism clarifies its politeness function, and also keeps people from being hurt, and makes them accept those things pleasantly. For example, "old" is a very sensitive word to many people around the world, because "old" gives people an impression that someone is useless to society, for that reason, there are some euphemistic expressions that refer to the same item but in a pleasant way such as "senior citizens". Also in education euphemisms are equally common. Many people prefer their teacher to the educator. Students are still students, therefore their statements need to be considered carefully. Negative words took the place of more positive ones.

The second is the function of gloss-over, the development of euphemisms also has something to do with the sensitivity of words. From about the time people started to know beauty and ugliness, to distinguish between kindness and evil, they had already got some shame about sex, some parts of their body, etc. And the scope of lexical sensitivity is expanding with the development of society. This provides open air for the euphemisms gloss-over feature. Even in today's modern world, when thinking about sexual acts, people may still feel a little ashamed. They would like to use "have a physical contract with", "sleep with", "go to bed with" or "make love" to express the same meaning (Liu,2001).

The third one is the function of avoiding taboo, in this function many English euphemisms are related to taboo. Taboo is present in all languages, euphemisms can be used as alternatives to avoid embarrassment, anxiety, and public shame caused by tabulated terms. For example, "die" is the term that is replaced by "pass away". The fourth one is the function of disguising, euphemism can be used to exaggerate situations to avoid negative effects, and is not always used for good reasons. Using euphemism may create confusion, and hide the truth. As a result, some politicians tend to use euphemism to transform it into a language of illusion. American forces, for instance, had invaded Grenada in 1983. The president of America at that time "Reagan" fit to be tied because of

the news, the reporters usually used the words "invade" to cover the news. The president, on the other side, replaced this term with a "rescue mission". (Pan,2013).

Furthermore, Allan and Burrige (1991) stated that the functions of euphemism should not be isolated from the role of language expressions, which are intended to convey human emotions. They classified the functions of euphemism into three functions, the first one is avoiding taboo which refers to the body parts, sex, mental disorder, or anything that belongs to the body. The second is to explore something connected or interlinked with frightening, for example, war, dangerous diseases or death, and the unseen things like angels. The last one is referring to pay attention and respect to avoid uncomfortable items related to religions, politics, God, and even criminal actions. The following table will clarify the three functions:

The Functions	The first function is referring to avoid taboo words related to the body parts.
	The second function to find something connected with the frightening such as war or death expressions.
	The third function is avoiding uncomfortable expressions related to religions, politics, etc.

Table 2: The functions of euphemism.

2.6 The Concept of Taboo and Its Relationship with Euphemism

According to Wardhaugh (2000), the taboo is considered to represent the process of prohibition or in other terms avoidance in communities, this occurs to behaviors that may hold harm to the members of a specific society, taboo expressions would cause people to feel differently with anxiety, embarrassment, or shame. Consequently, certain expressions are not preferred to be used for specific situations. Some situations are probably referred to only in explicit circumstances, it can be used as an example simply by limited characters, or through deliberate circumlocution, which is regarded as a

euphemism. The subjects that are related to taboo are various and wide including sex, death issues, illnesses, excretion, etc., but quite often they extend to other aspects of social life. Human behavior is not governed only by rational decision-making. Societies often have shared values and standards of acceptable behavior that members of society are encouraged to follow. A culture or a society guides the behavior and the thoughts of its members by agreed-upon expectations and rules.

The list of behavioral guidelines is typically referred to as social norms and taboos. These norms and taboos have a huge effect on human being life. The way that human being behaves, dress, eat, drive and even their sex life are all governed by the norms and taboos of the societies (Ullmann-Margalit (1977), Akerlof (1980), Elster (1989), Cole, Mailath and Postlewaite (1992, 1998), Hechter and Opp (2001), Bicchieri (2006) and Young (2008) that they belong to, while there is an extensive literature on social norms, taboos were mainly discussed by anthropologists that have documented and analyzed taboos in different societies. The term taboo is of Polynesian origin (the words 'tabu' or 'tapu' in the Tongan language) and was introduced to the English language in the 18th century. The original Polynesian term has a specific religious association. (Freud, 1913).

In addition, the Encyclopaedia Britannica (2009) stated that taboo is defined as the prohibition of an action based on the belief that such behavior is either too sacred and consecrated or too dangerous and accursed for an ordinary individual to undertake. Taboos may include restrictions on sexual activities like incest, animal-human sex, necrophilia, and adult-child sex. Other taboos relate to dietary restrictions like Halal and Kosher diets for Muslims and Jews, eating beef by Hindus, or cannibalism in most societies. Taboos can be repugnant and appalling actions or behavior which includes the display of some bodily functions. Almost all these taboos are not universal and according to Freud, incest is one of the only universal taboos. Another important set of taboos involves taboo trade-offs, which can entail putting a monetary value on sacred values like life, friendship, religion, and so forth.

In the part of the relationship between taboo and euphemism, it was noted that the two terms are commonly used in the languages of countries around the world, as two

special linguistic phenomena. Therefore, the two phenomena of expression, taboo, and euphemism, are interdependent, and there is no euphemism if there is no taboo. Taboo was replaced in vocabulary by the development of euphemism. There are numerous taboo words at different times because of the developments in cultures and the growth of vocabulary. The development of euphemism is continually influenced by the existence of forbidden words, and the two complement each other. Taboo terms and euphemisms also are, variable. To express the need to go to the bathroom, the term lavatory was used as a euphemism to avoid the use of the word directly relating to the toilet, but it is formed into a taboo word as time passed. Also on the basis, more euphemisms have developed to express this sense, such as toilets, washrooms, restrooms. (Fromkin, 1983)

Taboos and euphemisms affect human beings' acts. Probably people have some issues that they refuse to talk about however, others do not talk about some situations directly. Even though they know the words, or express themselves to others indirectly. There may be certain words that individuals rarely use because they are too emotional or offensive. Each social group is different from the other in how it acts or behaves, in this way, the basis of friendly social contact is mutual respect in the use of language. Moreover, one general linguistic thing is that no social group uses language at random. (Deng, 1989).

Many people who speak English understand the rules of taboo and obey the rules. Violating the rules will cause considerable frustration. The use of a taboo word can lead to several statements, including physical violence or legal action. The penalty for violating a linguistic taboo may be serious, but maybe not quite as much today as before. Since obscenity in many countries is still a felony, although it is unlikely to cost the individual his life, although there might be a breach of some non-linguistic taboos, for example, incest taboos, in certain places in the world. (Wardhaugh, 2000).

2.6.1 Significance of Linguistic Taboo Study

There are many items in any culture that are believed not to be acceptable if the speaker said on public occasions. Therefore, as these words are used in communication, a large number of words are considered to be ignorant, vulgar, or offensive, these are taboo

words. This study also discusses all the main factors of English taboo, that is bodily excretions, death and sickness, sex, four-letter words, privacy, and offensive language, which are described and given detailed examples. Euphemistic and roundabout ways of avoiding using taboo words are offered to deal with the situations. Language is considered to contain special powers that can be able to cure sickness, keep away evils, bring good to oneself and harm to an enemy (Gu, 2002).

Gu (2002) stated, by Chunming Gao (2013) in the study of English taboo, that this belief which words control objects, people and spirits influence human activities through human history since ancient time. Such language would need to be used with great consideration, also grammar and wording are given special consideration. Even people prefer to avoid mentioning them. They are referred to in a very roundabout manner because people have to ask about certain things. They also have examples of euphemism and cultural taboo. The term taboo is taken from Tongan, a language spoken in the Pacific Archipelago by Polynesians, where it is forbidden to touch or even speak of any holy or modest objects. In addition, Taboo, which means "holy" or "unreachable," refers to this phenomenon. For a long period, English and Americans assume that the sign of their culture is to avoid linguistic taboos. They refuse to communicate such objects or acts and they refuse to use the vocabulary that applies to them.

According to Wardhaugh (2000), Taboo is the ban or avoidance of conduct in any culture believed to be damaging to its members by causing them fear, humiliation, or guilt. Consequently, so far as language is concerned, certain things are not to be said for certain objects can be referred to only in certain circumstances, for example, only by certain people, or through deliberate circumlocution, this can be regarded euphemistically. Tabooed subjects can vary widely, for instance, sex, death, illness, excretion, bodily functions, religious matters, the supernatural. But quite often they extend to other aspects of social life.

2.6.2 Taboo Words

Taboo topics include sex and excretion, bodily processes, private body parts, sickness, and death; terms considered to be blasphemy; incomes, salary, women's age,

and so forth. According to Allan and Burridge (2006), the English word taboo derives from the Tongan tabu, which came to notice towards the end of the eighteenth century. This point of view is held by cultures in different countries, in particular in English-speaking countries, although some of these are freely debated. The studies on English Taboo have also become an important subject under debate. Systematic and detailed studies on this, however, specifically in the context of intercultural communication and sociolinguistics. This study also tends to explore various forms of English taboo, to relieve the harshness of taboo words. Through these, the socio-cultural values reflected by them are acquired. (Gu, 2002).

People have to use euphemistic expressions to erase the harshness of taboo words, words supplanted language considered too unpleasant. Robert Burchfield (1985), the editor of The Oxford English Dictionary, found once that a language without euphemisms would be a weak communication tool. thus without euphemisms, it can be known as taboo. For all people around the world, it appears, there is an impression that the names of gods are too holy, also the names of evil spirits are too terrifying, and that they are not to be regarded like other common words. Therefore, indirectly, they are carefully avoided, Gee, Gosh Almighty, and Gosh Damn are ways of saying Jesus, God Almighty, and God Damn, and so forth. These are some kinds of using euphemisms. Euphemistic expressions make it easier for speakers to express their negative thoughts, emotions, as well as reactions, thus, deactivate aversion.

In general, in the words of numerous jobs, people find hundreds of phrases. Euphemisms make it more appealing for boring employment, even the term job itself is called a career. For example, janitor becomes custodian; sanitation engineer replaces garbage collector; gardener is changed into landscape architect. In every aspect of society, euphemistic terms are used, and one of them is the category of words that characterize "poor" or "poor condition." There is an unpleasant financial condition in English, except for poor, poor strikes, be broke, there are, off badly, etc. During the last twenty years, several other words have been trying to take their place, at least among educated circles. Wang (2008) had a humorous sentence that "I used to think I was poor. Then they told me I wasn't poor I was needy, I was deprived. Then they told me

unprivileged was overused. I was disadvantaged. I still don't have a dime, but I have a great vocabulary" (p.124).

Euphemisms can very often be used to eliminate embarrassing events and thereby protect the feelings of individuals. In foreign relations, it is becoming clear. For instance, in 1983, the reporters have been used the word invasion, after the U.S sending his armed forces into Grenada. However, the excessive use of euphemisms is not appropriate either. Gu (2002) mentioned that an occasion can be in such a line "The departed rests in his casket in a slumber room where friends may visit with him before the grief therapist assists the dear one to his plot in a memoria garden". (p.274). So, there are too many euphemisms in one sentence that are just the opposite of what was wanted.

2.7 Literature Review and Related Studies

Different researchers related to this topic are contributed by other scholars. Those researchers wisely attempted to explain multiple ideas and opinions about the field of euphemism. In a relation to the current study, the first research entitled "*An analysis of phonetic formation in English euphemism*", this study is published in (2016) for Fei Deng as an author. Fei Deng in his article mainly aims to discuss the explanation of the formal process to shape euphemism from the phonetic aspects leading to a well-formed and polite expression.

The author's research precisely continued to explain that the process to form such expression is possible to take place accordingly to the grammatical and lexical formation, not only this, but Fei Deng also elaborates a considerable discussion on different fields such as semantic innovation, slang words, phonetic and rhetorical formation. In his conclusion of the research, Fei Deng found that euphemistic terms can be defined phonetically through different roots in other fields. He adds that phonetic deviations play a significant role in the forming process of an expression related to the notion of euphemism.

Additionally, the changes in tone are considered in the conclusion as highly important and major to express impolite statements with an acceptable form. Certainly, repetition is also considered an effective technique employed to be rhetorically used in

forming euphemism. Moreover, phonetic euphemism may be used as a substitutional communicative tool that replaces inappropriate rude as well as face-threatening speeches. It is possible to the place of taboo cases; it is applied in almost all global societies as an interaction. Moreover, regarding phonetics, the study gives attention to outline the characteristics of English euphemism following the speaker, society, and two-way communication.

Alireza Hojati's "*A Study of Euphemisms in the Context of English-speaking Media*" (2012) concerning the aforementioned study aims at investigating the commonly-used euphemisms prevalent in Anglophone media. A finite number of outstanding Anglophone television channels' news bulletin, including but not limited to Al Jazeera English, France 24 English, and BBC World News, was highlighted and selected randomly at different points in time. According to the author's qualitative investigation, the usage of euphemisms in Anglophone media is categorized as follows, military 239, poverty 182, economy 165, sex 88, disability 67, and death 59. Whereas military witnesses the most frequent use of euphemisms, death-related euphemisms are less frequent.

Consequently, the author suggested that euphemisms are employed for deplorable, legitimate, and justifiable purposes of deception. They bear a prominent place in the fields of politics and the military. The conclusion of Hojati's research highlights the findings have significantly been affected over the time of the data collection and by the specific type of media used. This research focuses on the fact that it is related to various arias such as Discourse Analysis and Critical Discourse Analysis. Moreover, the bases of the findings have been examined and illustrated from the perspectives of such roots.

Another study of euphemism is an article entitled "*Politically Correct Euphemism in Mass Media Based on American and Turkish Online Periodicals of the Beginning of The 21st Century*" written by Shemshurenko and Shafigullina in 2015. This research investigated the definition of euphemism and politically correct by Russian and Western linguists, and analyze the classification and functional peculiarities of euphemism based on the theory of political correctness.

Furthermore, this study focuses on the comparative analysis, which is based on the theoretical data about euphemism in modern American and Turkish online media, and compares the types of politically correct euphemisms in the two languages. As a result, euphemisms in Turkish and American media are widely employed while describing, mitigating, and masking the negative associations related to the mentioned issues. Furthermore, the study found that compared to Turkish, the American mass media is more characterized by the widespread use of politically correct lexemes. It contains a great number of politically correct lexemes.

In addition to that, another research, published in the University of Silesia by Delekta (2019), is also concerned with the political correctness theory. It offers a reasonable emphasis on the "*bizspeak*" of the English language. Since it is restricted to job-marketing linguistics, the intention of this study is supposed to create an activity of motivation for the employees.

A similar study belongs to Farid Munfaati (2008) explores the euphemism that is used in political articles in Reuters.com. In this study, the writer tries to find out the types, styles, and some of the functions of the euphemistic expressions inside the articles that are published between the first to last of March 2008. The writer uses the qualitative approach to analyze his study. Moreover, the writer found fifteen headlines related to euphemism and analyzed them according to the objects of his thesis. Finally, this study dealt with the types, styles, and functions of euphemism that use in the written texts of Reuters articles between the first to the last of March 2008.

In 2019, Djennat conducted another related study to the field of euphemism, "*Investigating the Use of Euphemism in Enhancing the Speaking Skill of EFL Learners: The Case of Third Year English Students at the University of 8 Mai 1945, Guelma*", this research attempt to focus on how the euphemistic expressions are used to have an avoidance of directness and consequently face-threatening acts in specific situations and of course by promoting the areas of politeness. As applied to EFL students, the study is limited to the evaluation of students' improvement in the four skills of language. Djennat's research does not give considerable attention to the detailed discussion of euphemism types neither functions of such important expressions. It also does not

elaborate on the central problem of the current research, which is specifically related to euphemistic expressions in several political articles.

Concerning the comparison of taboo and euphemism, Hua conducted a study in 2020 that offers a detailed illustration of the two terms and how they are used in social communication. The published research presents also the difference of social function and the purpose of each term used. The researcher concluded that, only by the depth of analyzing and contributing outcomes from various studies, people can create a state of reduction in cultural conflicts. Hua's study depends on the general illustration of taboo and euphemism; its depth analysis is not specified to the political study of euphemism. Although the difference between the two styles of communication is shown, yet the researcher does not offer a narrower political overview.

Aiming to study the phenomena of euphemistic expressions reflected in the newspapers, especially Padang Express, Sari, et al (2013) state a critical analysis of the political expressions directly. The research is limited to the political use of euphemism; thus it has no identification with other types of euphemism.

As the aforementioned studies share the same purpose represented by the analysis of euphemism, they employ divergent theories and approaches to conclude different findings on euphemism; political correctness, and phonetic structure. In the present study, the researcher examines and analyses the characteristics of euphemisms, concentrating on their functions and types, and mentioning the origin of each expression to give full information about the euphemistic expressions to the readers according to Allan and Burridge theory. Like the second and third above-mentioned researches, the present study is centered on mass media, especially newspapers. Whereas direct samples in society are utilized in the first study, the second one measures and calculates some frequencies of euphemisms. The third study employs comparative methodologies that explore data definition. It should be noted that the present study aims at explaining types of euphemisms, their functions, and the origins of each term in simplified terms.

In addition, an online version of (*The New York Times*, *Washington Post*, and *The Wall Street Journal*) political articles have been chosen as the corpus and componential

analysis is used to represent or to show the types, functions, and the origin of the euphemistic expressions. Moreover, the researcher applies a qualitative approach by collecting and identifying the data. Besides, the researcher analyses the data according to Allan and Burridge's theory and analysis.

2.8 Media Language

Nowadays, media plays a very wide role in attracting the attention of people in general, and linguists in particular. Kress (2010) mentions that there is a difference between media which refers to the people of publishing and press, and medium which refers to the tool of conveying the situations and language such as phone, TV, newspapers, etc. Each medium has a language, and also each language has its features or combinations. The television or the smartphone, for instance, stands as a medium, it has spoken texts and written contexts as well as the languages of movies and sounds, these can be regarded as language because they contain a lot of common terms and codes that are understood.

Bell (1995) sorts out that each language has its principle while in everyday speech or media language, so that, there are four practical characteristics of media language, the first refers to how media provide wide access to searching and teaching. The second refers to the importance of media, how it reflects and shapes both language use and attitudes in everyday speech. The third refers to how media use different types of accents and dialects according to the various cultures and unknown audiences. The last refers to how media discourse selects specific or suitable terms in the advertising, this is a very important principle and leads both for how it discovers some societies and how it contributes to the members of these societies.

2.8.1 Euphemism in Media

As it is known, euphemism is an expression or a word that is used by someone to avoid a word or situation that seems offensive, negative, and unlikeable. Lakoff (1990) asserts that politics refers to language and vice versa, and also each language contains a

lot of euphemisms. Thus, euphemism is interlinked with all the aspects of life (religion, body parts, sexual acts, economic, politics, etc.). in this study, the researcher highlighted the use of euphemism in the field of politics and how it interconnected inside the political speeches. In American media, euphemization is the main technique, it is impossible to share or talk in some situations without using a euphemism. Therefore, Americans often talk about sensitive topics (religious, body parts, love, etc.) in an indirect way or use euphemisms, for instance, alcohol is a taboo term in American society, thus, they replace this term with adult beverages to be more acceptable for the public.

This is in general, but when it shifts to politics, euphemisms tend to be signs of political-tribal membership, and at the same time to convince many politicians who support some policies. Moreover, political euphemism is very near to political propaganda in both the aim of convincing and influencing the public. It seems a long time when linguists realized that language is not only regarded as a tool for communication but also has a special system of dealing with people in different situations. Besides, using euphemism in politics is a very practical and important tool for political leaders to control the quantity and quality of the information, these significances lead the politicians to hide some issues, or even to avoid some public accusations. (Kress,2010).

2.9 Conceptual Framework

As it is known that euphemism is a kind of politeness, or it is a tool that is used by a person who wants to avoid unpleasant terms throughout his/her speech. This case is important to be learned for those who speak with people from other cultures, many linguists clarified the concept of euphemism and show the importance of using it to put the speaker in a safe zone and avoid embarrassing situations in front of people. Besides, with or without awareness all human beings from different cultures use euphemism in many fields of life.

In this interesting part, Allan and Burrige (1991) explore the linguistic, social, and psychological elements of these interesting universal activities. They cover the various forms that euphemism can take, from circumlocution, acronym, hyperbole, and understanding metaphor and other elements. Moreover, the researcher takes the theory of

Allan and Burridge (1991) in this thesis to discuss and analyze the data. Allan and Burridge clarified the main concept of euphemism, dysphemism, and taboo words, they also asserted thirteen types of euphemism and explained some of them directly and the others indirectly. The researcher in this study used the classification of Allan and Burridge's theory to point out the political euphemistic expressions that are used in the data. The authors of the theory put some criteria to give researchers full information on how to analyze data in many fields not only in political issues. The following figure shows in brief how the conceptual framework has been done:

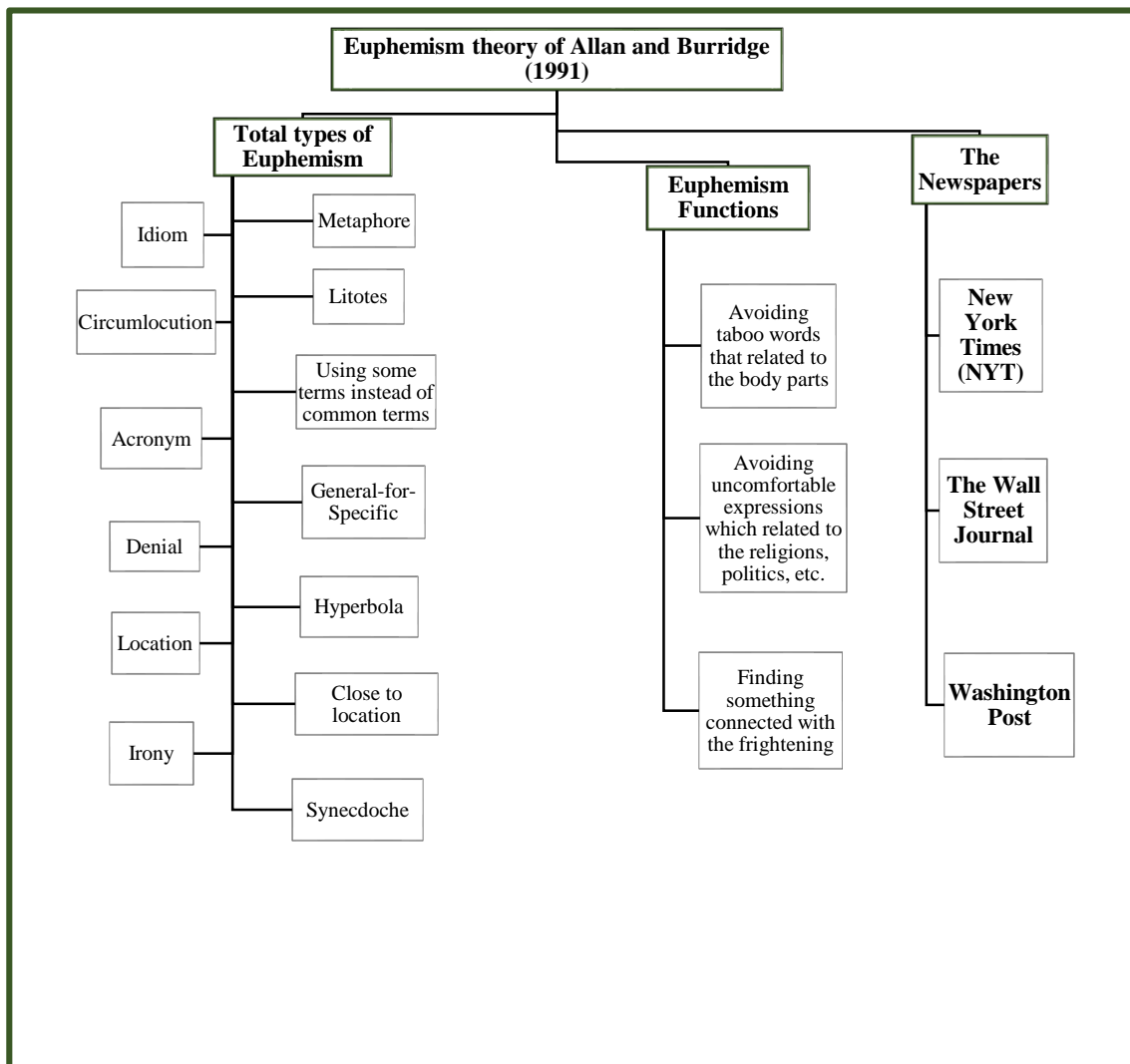


Figure (1) Conceptual Framework

2.10 Summary of the Chapter

In this chapter, the researcher started with the related and previous studies which belonged to the thesis topic. The studies which have been read discuss the euphemistic expressions in many fields of life and explore the types of euphemism and the semantic change. This study deals with finding the types and functions of the euphemistic expression in media especially in (*Washington Post, The Wall Street Journal, and New York Times*). Moreover, the concepts of euphemism have been mentioned and showed the main differences between euphemism and dysphemism. In addition, the concepts of taboo have been clarified, also the researcher mentioned the relationship between euphemism and taboo. Then, the researcher will start to show the readers how the data have been collected from online newspapers.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

It is important to know that a significant part of writing well is selecting suitable words for a particular circumstance, discussion, or readership. Euphemisms often allow writers to discuss thoughts from multiple perspectives, or particular points of view. The current chapter explains the methodology of the research and attempts to illustrate different procedures that are tended to give a reasonable discussion for the research questions. It also shows how the data have been collected purposefully from the common American newspapers. This chapter encompasses the design of the research and data collection. It also contains data analysis and research instruments.

3.1 Research Design

In this research, the researcher tries to focus on the euphemistic expressions used in political articles in the American common newspapers (*Washington Post, The Wall Street Journal, and New York Times*). Politicians and publishers try to use euphemism in their speeches whether in spoken texts or written contexts. Thus, Merriam Webster defines euphemism as a pleasant term or word that is used in the situation of someone or something that seems unpleasant to make it more polite and likable. The researcher uses the qualitative approach in his study because the data of the study are in the form of words or utterances. Agee (2009) points out that qualitative research can be defined as the method that collects and analyses non-numerical data, such as texts, videos, or audios, etc. to get more information about the concepts, experiences, or even opinions. This method can be used by researchers to gather in-depth opinions on a problem or create different ideas for the research. Additionally, the questions of this method can be dependent on the epistemological standpoints rather than positivism. According to (Mazidah, 2007), the qualitative approach typically takes the form of words and sentences rather than numbers. Mazidah (2007) also pointed out that some data were analyzed by using four functions, euphemism can be classified according to the way of speech. Besides, the researcher selected the data in the last decade between (2010-2020) purposefully.

3.2 Research Sampling

Qualitative researchers usually take or make sampling choices to help them to understand whatever cases that they are studying. Thus, there are many types of sampling used in both, qualitative and quantitative researches. In this qualitative study, the researcher draws out the purposive or quota sample. Moreover, the researcher examines the previous works that cover such a range of studies. In sum, the researcher focused on some parts of the data and discussed them according to the criteria that are used. When conducting such data, the researcher classifies the categories that are important to be analyzed for this study, and for which purpose these categories are used. Thus, the researcher drew out groups and subgroups to collect the findings of each group.

3.3 Data Collection

The data of this research have been taken from the form of written words in the political articles in the common media newspapers (*Washington Post*, *The Wall Street Journal*, and *New York Times*). The researcher did the following steps, first, the researcher looked for the titles which related to the political issues. Second, chose the articles published between 2010 and 2020. The last, found out the origin of each term, the researcher explained the data according to the statements of the research's problems.

- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*New York Times*) in the last decade (2010-2020)?
- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*The Wall Street Journal*) in the last decade (2010-2020)?
- What are the types, functions, and origins of euphemistic expressions used in the political articles of (*Washington Post*) in the last decade (2010-2020)?

3.4 Materials

In this chapter, the whole data are taken and collected from twenty-one political articles, which have been classified by the researcher into three groups with seven articles to each newspaper (*Washington Post*, *The Wall Street Journal*, and *New York Times*)

from 2010 to 2020. The researcher is going to start the description with the New York Times field, second the Wall Street Journal field, then the Washington Post field.

- **The New York Times field has the following articles:**

	The Article	Date of Publishing	Author	Total Words
1	<i>Explaining Trump, Brexit and Other Expressions of Nationalism</i>	Dec. 18, 2018	Jonathan Freedland	(1270) words
2	<i>Georgia Teacher Fired Gun While Barricaded in Classroom, Police Say</i>	Feb. 28, 2018	Jacey Fortin	(850) words
3	<i>Obama Administration Ends Effort to Train Syrians to Combat ISIS</i>	Oct. 9, 2015	Michael D. Shear, Helene Cooper, and Eric Schmitt	(1830) words
4	<i>U.S. Reports That Piracy Off Africa Has Plunged</i>	Aug. 28, 2012	Thom Shanker	(840) words
5	<i>Facebook Announces New Policy to Ban White Nationalist Content</i>	March 27, 2019	Liam Stack	(810) words
6	<i>Add Government to the List of 'Fat Cats'</i>	June 16, 2010	Matt Bai	(1100) words
7	<i>The U.S. to Keep Warplanes in Jordan, Pressing Syria</i>	June 15, 2013	Michael R. Gordon and Thom Shanker	(1320) words

Table (3). The New York Times articles.

- The Wall Street Journal field has the following articles:

	The Article	Date of Publishing	Author	Total Words
1	<i>Sadie Gurman, U.S. Won't Pursue Death Penalty Against Two Islamic Militants, Justice</i>	Aug. 19, 2020	Sadie Gurman	(570) words
2	<i>Islamic State 'Beatles' Fighters Brought to the U.S. to Face Charges</i>	Oct. 7, 2020	Aruna Viswanatha	(1020) words
3	<i>Israel, Gaza Militants Exchange Heavy Fire After Raid Goes Awry</i>	Nov. 12, 2018	Dov Lieber	(1010) words
4	<i>Biden's Ties to Police Unions Weaken Amid Protests</i>	June 12, 2020	Ken Thomas and Rebecca Ballhaus	(1220) words
5	<i>'Running the Table' From Pool to politics</i>	March 4, 2016	Ben Zimmer	(600) words
6	<i>Congress Moves to End Surprise Medical Billing</i>	Dec. 17, 2020	Kristina Peterson	(670) words
7	<i>Illinois Program offers a Room for That First Night Out of Jail</i>	Aug. 18, 2017	Shibani Mahtani	(900) words

Table (4). The Wall Street Journal articles.

- The Washington Post field has the following articles:

	The Article	Date of Publishing	Author	Total Words
1	<i>A red line Iran would take seriously</i>	October 5, 2012	Michael Singh	(950) words
2	<i>The folly over 'red lines' for Iran</i>	September 12, 2012	Fareed Zakaria	(800) words
3	<i>Study: Iraq, Afghan war costs to top \$4 trillion</i>	March 28, 2013	Ernesto Londoño	(650) words
4	<i>Israel strikes Iranian military targets in Syria following the missile launch</i>	November 20, 2019	Steve Hendrix and Sarah Dadouch	(750) words
5	<i>Giuliani keeps peddling debunked falsehoods on behalf of Trump</i>	November 23, 2020	Glenn Kessler	(640) words
6	<i>In the UAE, the United States has a quiet, potent ally nicknamed 'Little Sparta'</i>	November 9, 2014	Rajiv Chandrasekaran	(2650) words
7	<i>Protests mount and violence flares in cities across the U.S., putting the nation on edge</i>	May 31, 2020	Isaac Stanley-Becker, Colby Itkowitz, and Meryl Kornfield	(1480) words

Table (5). The Washington Post articles

3.5 Data Analysis' Techniques

In this part, the researcher uses a clear strategy to create a clarification, outline, elucidation, and classification methodically and fittingly around actualities, characteristics, and connections between languages. Thus, the researcher mentioned the steps of analyzing:

- A-** Choosing (*Washington Post, The Wall Street Journal, and New York Times*), political articles between 2010-2020 purposefully.
- B-** Thoroughly examining the previously mentioned news and articles, as well as taking sentences, words, or expressions that conceivably include code words or words with uncommon meanings.
- C-** Classifying the identified euphemistic expressions or items into types of euphemisms that comply with Allan and Burrige (1991).
- D-** Selecting out the terms' types, and sorting them out firstly with hand analysis.
- E-** Analyzing and investigate the information utilizing to recognize the meaning of each term that is found, and also investigate the function of each term. (Allan & Burrige,1991).

After the collection of the data, the researcher analyzed them into the following steps: first, the researcher finds the euphemistic expressions and explains the origin of the term. Second, classify the types of euphemistic expressions used in the articles. Third, the researcher tries to discuss the function of the euphemistic expressions used in the articles that have been selected. Finally, write a conclusion based on the final results of the research. Besides, before analyzing each part, the researcher gives a brief background to each newspaper.

- **The New York Times section:**

First of all, the researcher will give brief information about the newspapers (*New York Times, The Wall Street Journal, and Washington Post*) of each section. In the beginning, The New York Times (NYT or NY Times) is an American daily newspaper with a global reach and readership based in New York City. The newspaper nickname is known in America as "the Gray Lady", the Times has long been considered within the

industry as a "national newspaper of record". The New York Times has grown its structure and organization dramatically since the mid-1970s, introducing special weekly articles on different topics, such as Business, Sports, Arts, Science, and other features.

Datum 1: Explaining Trump, Brexit and Other Expressions of Nationalism

This article belongs to Jonathan Freedland (2018). The writer mentioned some euphemistic terms which related to his speech and some of them related to the other, in the following paragraph there is one of them:

*“His project in “The Nationalist Revival” is to explain the resurgence of nationalism, in both the United States and Europe. Once again, **his timing is sharp**”*

The writer here used the verbal metaphor to explain the importance of time, its severity, and the criticality of time. According to Allan and Burridge (1991), metaphor is defined as a form of figurative expression employed to substitute an actual meaning of some word with another denotative meaning that bears an inoffensive message. Moreover, the term “*sharp*” stands as an adjective, the old English “sharp” having a cutting edge; pointed; intellectually acute, active, shrewd; keen (of senses), severe; biting, bitter (of tastes). Also from Proto-Germanic “*skarpaz*”, literally means "cutting", another source of Old Saxon “*scarp*”, Old Norse “*skarpr*”, Old Frisian “*skerp*”, Dutch “*scherp*”, German “*scharf*”), also of Middle Irish verb “*Lettish skarbs*” which means cutting.

Having a fine edge or point, especially of something that can cut or make a hole in something a sharp knife, for instance, toys with sharp edges are not suitable for young children, sharp teeth, take a sheet of paper and a sharp pencil and so on. In the same article, the writer uses a metaphor term as in:

*“Methodically and with data widely drawn, Judis **points the finger** at a globalization that has seen once well-rewarded jobs shipped overseas; at immigration and the cultural and economic resentment it stirs”*

In such a situation, the term “*finger*” refers to touch or point with the finger. In this part, the meaning is referring to "identify a criminal". There are some related items such as Fingered; fingering. Compare with Dutch *vingeren*, German *fingern*, Swedish, all

from their respective nouns. In such a way, points the finger this two-word term describes accusing someone or a party, and it refers to metaphor. Moreover, the writer mentioned that the president used another euphemistic expression which is “*anti-Semites*” as in:

“In that same speech, the president pitted himself against “corrupt, power-hungry globalists,” deploying a term understood by anti-Semites as a code word for Jews”.

The president here used this term as an idiom that related to euphemistic expressions. It means a person or people who have a racist toward the Jews. It is not an English term; it comes from German. So that, the writer conveyed this term as a euphemistic expression.

Datum 2: Georgia Teacher Fired Gun While Barricaded in Classroom, Police Say

This article has been written by Jacey Fortin (2018). The writer mentioned a euphemistic term in the following paragraph:

“A junior at the high school, Wesley Caceres, 16, said in a phone interview that he heard about the “code red” lockdown over the intercom”.

Here the researcher, when analyzing, the item that selected is a common metaphor “*code red*”, the writer used these two words which have different meaning and one of them is a noun and the other is an adjective, but when they come together they give another meaning which refers to dangerous. Therefore, in this situation, the function of using such a term is to refer to frightening or horror. The term code may come as a verb, as "to put into code", specifically to put into computer code. Besides, the term red comes as an adjective. It is an Old English word "red". There are some related items from another language that have or refer to the same meaning for instance: Proto-Germanic *rauthan*, Old Saxon *rod*, Old Frisian *rad*, Middle Dutch *root*, Dutch *rood*, German *rot*, Gothic *rauþs*, and so on.

Datum 3: Obama Administration Ends Effort to Train Syrians to Combat ISIS.

This article belongs to Michael, Helen, and Eric, they published it in (2015). The writers mentioned a euphemistic term in the following paragraph:

*“The new program would be the first time the Pentagon has provided lethal aid directly to **Syrian rebels**, though the C.I.A. has for some time been covertly training and arming groups fighting Mr. Assad”.*

In this article, the writers used the polite term “*Syrian rebels*”, the word “*rebels*” which referred to a person who fights against the government of their country. Rebel forces, Armed rebels advanced towards the capital, some parts of the country fell into rebel hands

The researcher found that the writers used a lot of abbreviation types of euphemism in their writing, the purpose of doing such a case is to squeeze a lot of words into a small space or to make the sentences easier to read. Other items are found in:

*“We need to be flexible. We need to be adaptive,” said Brett McGurk, a top adviser to Mr. Obama on the fight against the Islamic State, also known as **ISIS** or **ISIL**. He added later, “Is it best to take those guys out and put them through training, or to keep them on the line fighting and give them equipment and support?”.*

The jihadist militant group that called itself Al-Dawla Al-Esalemaa fe Iraq Washam, or “The Islamic State of Iraq and al-Sham” entered the world political sphere, it was referred to with a simple acronym. It was intended to be a simple acronym. News outlets, and common citizens by influence, began to call the group ISIS, short for the Islamic State of Iraq and Syria. However, some political figures, including the president of the United States, Barack Obama, use the acronym ISIL, which stands for the Islamic State of Iraq and the Levant.

In this article, the president was that even though most of the media refer to the terrorist group like ISIS or the Islamic State, President Obama calls it ISIL, which is an acronym for the designation of the "Islamic State in Iraq and the Levant", where the name

refers to "Greater Syria" that includes several countries on the eastern coast of the Mediterranean. Whatever the motive behind Obama's choice of the emergence of the expression, its appearance in the dark, its appearance in terrorism, the phenomenon of terrorism, and the phenomenon of terrorism, which is used by America's allies in the region, is becoming more widespread around the world.

The word ISIS itself, against it, is summarized in Arabic. What you previously used in a particular hypothesis The terms ISIS or ISIL or the Islamic State, watch that suggest power and authority. This expression of criminality has led into criminality, generous, to your falling into expression. He mentions spoiled, and to go on, scale, and stage appearances in Russia. America's US state uses the word ISIL.

Datum 4: U.S. Reports That Piracy off Africa Has Plunged

This article has been written by Thom Shanker (2012), it discusses the pirates in Africa, how they attack the beaches with the seasonal ebb and flow. The writer in this article uses a strange term (*plunged*) in the title to express the number of these groups and how it gets down. According to Merriam-Webster this term refers to move oneself in such a manner or refers to someone who becomes headlong or violently pushed or forced upward and downward. The writer here uses the last type of euphemism which is associative engineering or irony to avoid such an embarrassing term. In addition, the writer mentions the speech of the senator which has the phrase that contains the third type of euphemism, the phrase is "*we are watching carefully*", here the senator uses this term or phrase to clarify that the government is ready for any action or attack by the pirates, it does not mean gazing on something. This is a pleasant way to say something related to politics.

Moreover, the writer also mentioned another euphemistic term as in:

*"America and European forces have conducted a **handful** of high-profile counterpiracy raids in which hostages have been freed and pirates have been killed or captured. Officials say those raids may be acting as a deterrent"*

The writer refers to the term "*handful*" as a small quantity or number. A handful is an old English term that means as much as can be held in the open hand. It contains

two parts which are the hand as a noun and the suffix -ful. The term is from the mid of 15th century, it is also similar formation in German *handvoll*, Danish *haanfuld*.

Datum 5: Facebook Announces New Policy to Ban White Nationalist Content

This article has been written in 2019 by Liam Stack. From the title, it is noted that the writer uses the term “white nationalist”, which means the topic refers to something related to racism. When a racist gunman killed 50 people at two mosques in New Zealand, using the platform to post a live video of the attack on Facebook, the writer of this article uses the term “white nationalism”.

According to Hicks and Beirich (2009), it is a form of nationalism or pan-nationalism that supports the notion that white people are a race. The first known use of the word "white nationalist" was in 1951, according to Merriam-Webster, it refers to a member of a terrorist group supporting white supremacy and racial segregation. The word was first used as a euphemism for white nationalism by white racists, with specific views being developed later. Moreover, the writer mentions this term that refers to the fourth type of euphemistic expression Litotes to avoid racial hatred between people. The term includes two parts which are “nationalist and ism”; it is also derived from some uses of French nationalism, loyalty to one's homeland, national spirit or ambitions, desire for national unity, freedom, or wealth. It was used earlier in 1836 in the religious sense of "the doctrine of the divine election of nations"

Datum 6: Add Government to the List of ‘Fat Cats’

This article belongs to Matt Bai which has been written in 2010. The writer conveyed President Obama’s speech as:

“He derided reluctant lenders as “fat cats” and called the bonuses of A.I.G. executives an “outrage.”.

According to the dictionary of euphemism by Holder (2002), the term “fat cats” is a person who uses a senior personal benefit appointment, specifically with politicians and business directors who show arrogance and self-satisfaction, but they don't always purr: This term derived from a status of a fat cat named Rippon who used to be with heath and now floats around the city. The writer uses this term in this article to refer to the thieves

in the government instead of the theft term. This is a kind of metaphor, also its function is to inform something related to politics.

Datum 7: the U.S. to Keep Warplanes in Jordan, Pressing Syria

This article has been written by Michael R. and Thom Shanker (2013). The writers here mention the term “*Syrian rebels*” as in:

*“The decision, which came at the request of Jordan, means that a detachment of American F-16 warplanes and Patriot missile-defense systems would remain in Jordan after a military exercise there concludes next week. The move followed President Obama’s decision last week to send arms to **Syrian rebels** and came as efforts were being made on multiple fronts on Saturday to increase the pressure on the government”.*

According to Merriam Webster, the term “*rebel*” refers to a person who opposing or taking arms against a government or ruler. Rebel term has been derived in the mid of 14th century from old French *rebeller* (14c.), which came from Latin *rebellare* "to revolt". The term in the mid of 14th century was used as a person who makes war on his country for political motives. In 1775, the form of this item “*rebel*” comes as an adjective, which means "supporter of the American cause in the War of Independence" is from; a sense of "supporter of the Southern cause in the American Civil War". This term has been mentioned in some articles related to New York Times, thus, this term is used as a euphemistic expression.

- **The Wall Street Journal section:**

The Wall Street Journal WSJ (also known as The Journal) is also an American business-focused, English-language international daily newspaper based in New York City, with international editions, it is also available in Chinese and Japanese. With a circulation of around 2,834 million copies, the Wall Street Journal can be regarded as one of the largest publications in the United States by circulation.

Datum 8: Sadie Gurman, U.S. Won't Pursue Death Penalty Against Two Islamic Militants, Justice

This article belongs to Sadie Gurman, it has been written in 2020. The researcher focuses on a term that the writer mentioned many times in the article. The following paragraph shows the term:

*“The U.S. has designated the two men as global terrorists and accuses them of being part of a **cell** that beheaded the U.S.”*

The word “cell” gives different meanings in English, it may come as a single room or a small religious house, etc. Sadie Gurman uses it instead of the word “jail”. Since their capture in 2018, the Trump administration had insisted that it be able to pursue its executions. But assurances that American officials wouldn't seek the death penalty could make evidence available for a potential criminal case.

The official representatives stated that the two British “extremists” have admitted being members of the Islamic State, but have not mentioned whether they served in the cell in which the State Department revealed the slaughter operation of nearly thirty hostages of several nations. The State Department announced that mister Elsheikh worked as a significant jailor, while mister Kotey served as a cell guard. Another member of the Islamic State, Mohammed Emwazi, was named jihadi John, he is thought of as a British who participated in the beheading process and caused the death of several U.S. victims. He appeared with the U.S. citizen bodies that can be seen on videotape. Moreover, the writer here mentioned this term as a type of euphemism which aims to hide unpleasant political term.

Datum 9: Islamic State ‘Beatles’ Fighters Brought to U.S. to Face Charges.

This article has been written by Aruna Viswanatha in 2020. From the title, it shows that the writer used the term “*Beatles*” and also in the following paragraph:

“The two men are accused of being part of a brutal cell that murdered U.S. citizens including journalist James Foley and humanitarian aid worker Kayla Mueller in Syria in 2014 and early 2015. The hostages had referred to the guards as the “Beatles” based on their British backgrounds”.

The “Beatles” were an English rock band formed in Liverpool in 1960. So, in this article, the Islamic State ‘Beatles’ Fighters Brought to U.S. to face charges development follows more than two years of legal limbo that followed their capture in Syria. Two British Islamic State militants to face charges in the U.S. The writer here, when he talked about these fighters in the ranks of ISIS, used the term Beatles to spite that ISIS fighters prolong their feeling like women have an unusual appearance in the present time, just as the Beatles used to do in that time when people had a strange and unusual haircut in their time. This is a kind of metaphor that has been used by the writer to describe these grouse.

Datum 10: Israel, Gaza Militants Exchange Heavy Fire After Raid Goes Awry

This article has been written in 2018 by Dov Lieber. It has two euphemistic terms, the first one in the title and also comes in the following paragraph:

“Seven Hamas militants, including a Hamas commander, were killed on Nov. 11 after a covert operation by Israel inside the Gaza Strip went awry”.

According to Merriam Webster, the term “awry” refers to something getting off the correct or expected course, or it comes to explain something in a turned or twisted position or direction. It always comes with military expressions to clarify the path of fires or bullets. In this article, the writer uses the term “goes awry” in the title which stands as Circumlocution to get a politer term than failed or go wrong. The origin of this term derives from the late of the 14th century, which means "crooked, askew, turned or twisted to one side", it contains “a” and the adjective “wry”. When coming back to the stem of the word “wry”, it comes as distorted, somewhat twisted to one side, from obsolete verb wry "to contort, to twist or turn,". It derives from the old English origin which means to

turn, bend, move, or go, it also can be derived from Proto-Germanic *wrong*, Middle Low German which means turned or twisted, and from Greek *rhoikos* which means crooked.

In the last part of this article, the writer mentions the second euphemistic term which “*armistice*” in following part:

*“In Paris for **Armistice** Day events with world leaders, Mr. Netanyahu told journalists on Sunday before the raid that the additional aid was meant to alleviate a humanitarian crisis in Gaza and prevent a war”.*

Armistice term, as in Merriam Webster, refers to the temporary stopping of open acts of warfare by agreement between the opponents. It is a Latin term “*armistitium*” which attested in the English language in the 1660s. Also, there is a German term “*Waffenstillstand*” which refers to the same meaning. Moreover, the writer mentions this term as an associative engineering type, to avoid uncomfortable expression which related to the war or fire such as cease-fire or truce.

Datum 11: Biden’s Ties to Police Unions Weaken Amid Protests

This article has been written by Ken Thomas and Rebecca Ballhause in 2020. In this article, the researcher focuses that the writers used an abbreviation term [NAPO] which stands for (*National Association of Police Organization*), but it will be not mentioned in this analysis, in addition, they also used the political euphemistic term as in the following paragraph:

*“When you see these thugs being thrown into the back of a **paddy wagon**—you just see them thrown in, rough—I said, please don’t be too nice,” he said, drawing laughs from the crowd”.*

The writers in this article mention the political term “*paddy wagon*” referring to a gang of killers and how they come to the throne. Holder (2002) in his dictionary of euphemism states that there was a preponderance among those of Irish origin in New England police forces, but not generally for those arrested by McCord and the other burglars who were taken out of the building and into a paddy wagon.

The literal meaning of this term according to Merriam Webster is an enclosed motor truck used by police to carry prisoners, and it can be also called “*Black Maria*,

patrol wagon". The origin of this term comes from an Irishman slang in 1780, from the pet form of the common Irish proper name Patrick (Irish Padraig). It was in use in African-American vernacular in 1946 for any "white person". Paddy-wagon is attested by 1930, perhaps so-called because many police officers were Irish. The term "paddy" also can refer to the rice plant which comes from Malay (Austronesian) which means "*padi*" rice in the straw. Thus, the writers used such a term as a metaphor to get a pleasant political term.

Datum 12: 'Running the Table': From Pool to Politics

. This article was written in 2016 by Ben Zimmer, who asserted that President Trump mentioned the term "*run the table*" many times in his speech. The following paragraph shows"

*A few weeks ago on the campaign trail, Donald Trump predicted, "If we win in South Carolina, we feel we could **run the table**."*

After the U.S. election in 2016, President Donald Trump used the term "*run the table*" in his speeches many times. Since the 19th century, the term "*run*" has been used as both a noun and a verb to refer to pocketing a set of balls consecutively on a single turn of play. In addition, according to Merriam Webster, the phrase "run the table" refers to two meanings, the first is to sink without losing all the remaining shots in the pool, this meaning deals with the billiard games. The second one is to win all remaining contests and this is what the president wants to say in his speech. The phrase entered political reporting by the early 1990s in the Wall Street Journal. Moreover, "running the table" is a particularly useful metaphor for describing consecutive wins in state primaries and caucuses.

Datum 13: Congress Moves to End Surprise Medical Billing

This article has been written by Kristina Peterson in the last of 2020. The researcher focuses on the following paragraph:

"The push to end surprise billing was complicated by the competing interests, including patient advocates, health-insurance providers, and hospital and medical groups. Many had their own proposals for how to

overhaul the system in a way they argued wouldn't harm their viability or patients”.

In this article, the writer mentions the term “*overhaul*” to express something gets fixed. Merriam Webster states that this term refers to examine thoroughly, or it can refer to haul or drag over. The term is used as indoctrination in the language of Nazi Germany in its early years of government. The dictionary of euphemistic expressions stated that this term entered the political part in the 1705s. It can be used in political issues instead of “*catch up*” or “*overtake*”.

Datum 14: Illinois Program Offers a Room for That First Night Out of Jail

This is the last article of the Wall Street Journal section. It has been written by Shibani Mahtani in 2017. The writer mentions a euphemistic political term many times in this data, but the researcher selects just the following paragraph:

*“When Harold Boone was released last month from **Cook County** jail after a weeklong stay on a misdemeanor charge, he didn't know if he was going to have an apartment to return to”.*

Cook County was created in 1831 by an act of the Illinois State Legislature as the 54th county established in Illinois. In the upper northeastern section of the State of Illinois, Cook County is an urban county with more than 800 local governmental units within its limits for a total of 5.3 million people. In 1831, Cook County was incorporated and named after that as Illinois statesman, Daniel Pope Cook. In 1839, it achieved its current restrictions. The absolute majority of the population of Illinois lived during the first half of the 20th century.

S. K. Gove (1996) mentioned that Cook County is the only home-rule county in Illinois. The Cook County term is the codification of Cook County's local ordinances. In addition, the dictionary of euphemism clarified this term as someone who wants to engage in electoral fraud, but in this article, the writer mentioned it as a good location term related to Chicago.

- **The Washington Post section:**

The Washington Post (informally, WaPo) is an American daily newspaper based in Washington, D.C (District of Columbia). Within the Washington metropolitan area, it is the most commonly read newspaper and has a broad nationwide audience. The broadsheet editions are printed for D.C., Maryland, and Virginia, every day. In 1877, the post was established. It moved through several owners in its early years and failed both financially and editorially. The post deals with many fields of life such as (U.S, Business, Sports, Arts, and Politics) as the posts mentioned above.

Datum 15: A red line Iran would take seriously

This article has been written by Michael Singh (2012). The researcher mentioned the term “*red lines*” many times in his article as in:

*“Recently, **red lines** both figurative and since Israeli Prime Minister Benjamin Netanyahu’s prop-assisted speech to the United Nations two weeks ago literal have come to dominate the Iran policy discussion. While Netanyahu was as explicit as possible in his delineation of Israel’s **red line** regarding Iran’s nuclear status, President”*

These two words have different items and different meanings, one of them stands as a noun which means (line) and the other one is an adjective (red). But here it gives the meaning of the rate of these two words in giving a strict meaning that penetrates, it suggests and indicates a backlash in exceeding a certain limit. The item “*line*” as a noun is referring to series of public conveyances (*coaches, ships*) this is used from 1786; it is also interlinked with the meaning of continuous part of a railroad this is used from 1825, also refers to the meaning of telegraph wire between stations used from 1847, so that it is a very common item which is used throughout centuries. The second item “*red*” as an adjective has many shapes in different languages, for instance, Old English's read "red," from Proto-Germanic rauthan, it also can be founded in the Old Saxon rod, Old Frisian rad, Middle Dutch root, Dutch rood, German rot. Thus, the type of the term “*red lines*”, can be regarded as an idiom.

This article also has many abbreviation types like “U. S”, and “U. N”, but it will not be explained because it is a common term for readers. Moreover, the researcher focuses on what the writer mentions in the last part of the article:

*“The United States has undermined itself on multiple fronts by rewarding Iranian defiance with better offers at the negotiating table, by enforcing sanctions reluctantly, and by allowing senior officials to speak out publicly against the military option that the president insists remains **“on the table.”**”*

This American term that the writer mentioned in the article belongs to circumlocution type of euphemism. The writer mentions such a term to get a pleasant term in political issues. According to Merriam Webster and Cambridge dictionaries, this term means that the issue is up for consideration.

Datum 16: The folly over ‘red lines’ for Iran

This article belongs to Fareed Zakaria. It has been written in 2012. As in the previous article, the writer uses a term much the same as the previous one “*red lines*”. The following paragraph shows the term:

*“if crossed, would commit Washington to military strikes. He added that he would not accept a **“red light”** placed in front of Israel. Unless something dramatic changes its course, Israel is on a path to strike Iran’s nuclear facilities in the next six to nine months”*

It has been noticed that this article and the previous one use the same or nearly the same item. So that, the term “*light*” stands as an adjective, firstly, to understand this item’s meaning and where does it derives from, it means “*not dark*”. This term derives from the Old English item is “*leoht*”, West Saxon, “*leht*”, and Anglian, which has many meanings such as “*luminous, bright, beautiful, shining; having much light*” It does not refer to the weight, so that, “*red light*” here can be regarded as an idiom which is used by the writer to warn to something dangerous. Red light as one term also can be used for a traffic light on the streets for motorists to stop like the user in this article indicates a warning sign.

Datum 17: Study: Iraq, Afghan war costs to top \$4 trillion

The writer Ernesto Londoño (2013) spoke about the U.S. wars in Afghanistan and Iraq cost, he used a euphemistic expression like the U.S. *intervention* in Iraq. The term has been mentioned in the following part:

*“Decade: The U.S. **intervention** in Iraq and its toll has been a decade since American forces entered Iraq. The long **intervention** produced these enduring images”.*

According to Merriam Webster, the term intervention means an act of interfering with its results, it usually comes as a tool of providing functioning. Intervention is used to represent a substitute for the word invasion or occupation, it is an action that has been taken to improve or help a situation. It derives from the Latin language in the early 15c, moreover, the writer mentioned such a term to cover out the dark side of the American occupation of other countries.

Datum 18: Israel strikes Iranian military targets in Syria following the missile launch.

This article has been written by Steve Hendrix and Sarah Dadouch (2019). It was talking about Israel's strikes on the Iranian military. The writers conveyed what Prime Minister Benjamin Netanyahu said in the following part:

*“I made it clear that whoever **hurt** us. we will **hurt** him,” Prime Minister Benjamin Netanyahu said in a tweet. “This is what we did tonight against military targets of Iranian Quds force and Syrian military targets in Syria.*

In this paragraph, the writer focused on what Benjamin Netanyahu said in his speech, he used the euphemistic expressions “*hurt*” to cover up the massive ruin of the war in this little item, while in fact, he destroyed everything and his action was very destructive. Israeli strikes with a missile a targeted building and damaged it, which have coordinated in Qudsiya district, west of the Syrian capital, Damascus. Fires and evidence of damage were reportedly visible at sites around Damascus. The term “*hurt*” means to cause emotional pain or injury, but in this article, the Minister mentioned it in his speech

to hide another term which refers to massive destruction. According to Merriam Webster, the term “*hurt*” probably derived from the Anglo-French language.

Datum 19: Giuliani keeps peddling debunked falsehoods on behalf of Trump

Peddling debunked:

This article has been written by Glenn Kessler (2020). The writer mentions in the title a strange expression. First, the readers should focus on the two terms that each one of them has a meaning, but in this article, the writer combined them to get another euphemistic term which is “*peddling debunked*”. “*Peddle*” refers to many meanings, according to Merriam Webster, this term means to be busy with trifles or it can be regarded as to offer something or promote as valuable. Holder (2002) mentioned this term with a different meaning, he said that this term can come as a prostitute from peddling, to offer for sale.

The second term “*debunked*” means to expose the shame. Undoubtedly, the root of debunked is the same as that of American jargon in general, it is the inability to assimilate long words of an ill-educated and unintelligent democracy. The introduction into the human being's language is partly due to the odious novelty of the word itself, and partly to the common fear of being set down as a pedant. So, the writer used the idiom “*peddling debunked*” to neglect such an offensive term that cannot be used in political speeches.

Datum 20: In the UAE, the United States has a quiet, potent ally nicknamed ‘Little Sparta’

Little Sparta:

This article belongs to Rajiv Chandrasekaran (2014). The writer uses many abbreviation items inside the article. Before explaining the idiom which was used in the title (*Little Sparta*), the researcher will clarify the meaning of this idiom in general, Little Sparta, is a set of hills in Pentland, near Edinburgh. It is the best piece of art by Ian Hamilton Finlay. In 1966, Finlay moved to the Stony path farm and started to develop what would become a widely praised garden over seven acres of wild and exposed

moorland, in partnership with his wife, Sue Finlay. Thus, in this case, the United States refers to the UAE as a little base for their strategies in the middle east. Moreover, the writer brings the best idiom which is “*little Sparta*” to describe the UAE support besides the United States. The writer hid the side of UAE and describe it as a great garden for the United States.

Accordingly, the writer mentions another euphemistic expression or code word as in the following part:

*“The UAE has **gone all-in**,” said Anthony Zinni, a former commander of all U.S. forces in the Middle East. As U.S. ties with long-standing allies Turkey and Saudi Arabia have frayed, and Egypt and Jordan contend with domestic challenges, the UAE now occupies a unique position in the region. “It’s the strongest relationship that the United States has in the Arab world today,” Zinni said.*

In this situation, the commander of the U.S. forces in this article brings another term or phrase which describes the status of supporting the UAE for the United States. The term “*gone all-in*” according to Merriam Webster means to enter into complete agreement, but in this situation, the writer mentioned it as a circumlocution which means full power or working hard.

Datum 21: Protests mount and violence flares in cities across U.S., putting the nation on edge

This is the last article in the field of Washington Post, it has been written by Isaac, Colby, and Meryl Cornfield (2020). From the title, it turns out that the article talks about the violence of the United States against the cities across the U.S. The writers mentioned in the last part of the article a euphemistic expression in the following paragraph:

*“Add to that the economic inequality exacerbated by covid-19, and long-simmering anger becomes explosive,” he said. Antifa in particular, he said, had become “a convenient symbol and way to delegitimize protest by aligning it with what’s seen as **antisocial** violent crime.”*

This term is used to describe people who demonstrate some kind of behavior to harm others' rights and otherwise go against society, it contains such behaviors as

murder, bullying, stealing, connivance, and rape. Merriam Webster defines it as hostile or harmful to organized society especially being or marked by behavior deviating sharply from the social norm. Holder (2002) in the dictionary of euphemism, stated that the term “*antisocial*” means a criminal or offensive, reclusive or self-centered, it used in the Irish army as a euphemism for petty. In addition, it is also used to describe those people opposed to autocracy, who are criminals in the eyes of the autocrat.

3.6 Findings of the Pilot Study

In this section, the researcher tries to show the readers how the steps of data analysis have been done. However, the steps of analysis are based on the three Well-known newspapers in the United States (*Washington Post*, *The Wall Street Journal*, and *New York Times*), the first step is finding the political articles which contain the euphemistic terms. After finding the specific term, the researcher explains and shows the types, functions, and origin of the terms. In this study, the researcher used hand analysis to analyze the articles. Moreover, he selected one political article of each newspaper not from the seventh that is chose and analyzed, and explain how the steps of data analysis have been done. Starting with the political article that belongs to the *New York Times* journal, which contains the term “*people’s army*”:

“Debate Over Role of ‘*People’s Army*’ in Israel Reflects Wider Fissures”

*“Mr. Netanyahu rebuked General Golan, criticizing his remarks as outrageous, and said, “The I.D.F. is the **people’s army** and must remain out of political debates.”.*

This article has been done by Isabel Kershner (2016), inside the context, the researcher focused on the political term “*people’s army*” which has been used by the writer. Moreover, this term refers to groups of armed people who get ready when the country needs them. According to the dictionary of euphemism by Holder (2002), the researcher pointed out its type which stands as “circumlocution”, which refers to groups of armed people that support the government in the army of the country has been disbanded. Therefore, the researcher explained its function which refers to inform

something related to politics or something related to military issues. Additionally, the term belongs to American English.

Secondly, the researcher selected an economic-political article that belongs to *The Wall Street Journal*, this article has been written by Dr. Ira Kalish in 2020. It contains many abbreviations or acronyms inside its context. The headline of this article is: **“President-Elect Biden’s Agenda”**. The researcher in this paragraph will mention the abbreviations with their meanings, for instance, the first abbreviation “WTO” which refers to the world trade organization. The second is “TPP” which refers to the trans-pacific partnership, moreover, there is another abbreviation such as “RCEP” which refers to the regional comprehensive economic partnership, and the last is “CPTPP” which refers to the comprehensive and progressive agreement for trans-pacific partnership. All of these abbreviations have been used by the writer to reduce the total words of the article or it may hide the whole expression for readers. Besides, the origin of all these abbreviations derives from American English.

The last part (Washington Post) has another article that contains a euphemistic expression inside its title and also repeated in the context:

“Hillary Clinton broadly denounces Cruz and Trump on national security: ‘Loose cannons’ tend to misfire”

“Slogans aren’t a strategy,” Clinton said in comments aimed at both leading GOP candidates. “Loose cannons tend to misfire.”

This article has been written by Abby Phillip (2016), the writer of this article conveyed what Hillary Clinton said in her speech, and wrote it inside the article. According to the theory of euphemism by Allan and Burridge (1991), the researcher selected the term “*loose cannon*” and described it as an idiom. Moreover, the function of this term is to warn something connected with politics. The following table will clarify the pilot study of this thesis:

The Article	The Term	The Type	The Function	The Origin
“Debate Over Role of ‘People’s Army’ in Israel Reflects Wider Fissures”	People’s Army	Circumlocution	To inform something related to military	American
“President-Elect Biden’s Agenda”	“WTO” “TPP” “RCEP” “CPTPP”	Abbreviation or Acronym	To reduce the total words	American
“Hillary Clinton broadly denounces Cruz and Trump on national security: ‘Loose cannons’ tend to misfire”	Loose cannons	Idiom	To warn something connected with politics	American

Table (6): Pilot study

3.7 Trustworthiness

In this research, it turns out that the researcher used the qualitative approach and the hand analysis to analyze the data. Moreover, the credibility of this study relies on Allan and Burrige’s theory (1991), in analyzing euphemism, dysphemism, and other double speech. The researcher applied this theory to some political articles from the common American newspapers (*New York Times*, *Washington Post*, *The Wall Street Journal*), besides, the theory explained euphemism into thirteen types, and also investigated some functions of euphemism.

As a central point, credibility in this study is established and based on three main strategies (Heigham & Croker, 2009). The data collection is conducted to recent publications of the American newspapers. Purposefully, the researcher selected specific political articles published in the second decade of the twenty-first century, to discuss and

analyze the contemporary euphemistic expressions used in the mass media of the United States of America. This period has witnessed different political issues and global conflicts. Living in such a political atmosphere gave the researcher reasonable knowledge about what the articles discussed. Besides, the researcher studied the previous decade carefully before selecting the articles, especially war consequences in the middle east, the US inside political atmosphere, the economic problems, and their relation to both global and American politics.

Heigham and Croker (2009) insist on the importance of triangulation as a crucial element of credibility. Accordingly, various data sources must be available to enhance analysis and conclusions, the data collection methods are considered to be the base-stones of the complete research design. The researcher carefully varied in selection between three American well-known newspapers, those newspapers represent a majority in media around the country and the world. Certainly, there is a fluctuation among writers, editors, and publishers in the styles of using a euphemism. This may provide the research with different analyses and findings, consequently, the researcher is more capable to avoid the rhetorical routine.

Restricted to the study of political discourse, the research dealt with the application of Allan and Burrige's theory of euphemism, some other previous studies based their analysis and conclusions on the correctness theory. Depending on perspective, the researcher believes that euphemistic expressions must be separated from idioms especially in nowadays political contexts. Thus, the analysis and conclusions of the current study differentiated between euphemism, taboo, and dysphemism.

A critical friend or supervisor who serves as an intelligence advisor to the researcher in many aspects such as design decisions, modifying ideas and analytic categories, as well as building and developing different explanations for a specific phenomenon, "Per debriefed", is highly recommended in qualitative researches. (Heigham & Croker, 2009). Supervised by Assistant Professor Dr. Nayef Jomaa, the researcher continued his study with different modifications and developments. In addition, Dr. Saif Habib supported the researcher with suggestions and comments to exclude the different euphemistic types from articles.

Community of practices allows engaging in sustained discussion with other intellectual characters. (Rossman & Rallis, 2003). This strategy offered the researcher sufficient trust in emerging ideas, the researcher contacted some native scholars to share an extra variety of ideas as well as euphemistic expressions understanding.

Heigham and Croker, (2009) state the final standard of trustworthiness in qualitative research. The standard of “usefulness” is another important element in such studies to clarify the qualities of ethical practice. The researcher clarified that this study can be applied in many fields of life not just in politics, thus, the researchers can use the theory of this study and apply it to different areas. As the researcher mentioned above that the study stands on the hand analysis, many researchers should make sure and focus on the findings themselves. This research can be a good resource for the coming studies, following the research design, studying the analysis and findings, and citing this study may be useful for the next researches.

3.8 Summary of the Chapter

Collecting such data is not easy, this chapter starts with describing how the data have been collected. This thesis deals with the extraction of the euphemistic expressions in the common newspapers in the American mass media, especially in the political field. The researcher first collected the data (articles), then pointed out the euphemistic terms, analyzed them, and showed the types and functions of each term. The researcher divided this chapter into three sections according to the newspapers, the first one belongs to New York Times newspaper, the second one belongs to The Wall Street Journal and the last to Washington Post. After this chapter, the researcher will start with the chapter of findings and discussion.

CHAPTER FOUR: FINDINGS AND DISCUSSIONS

4.0 Introduction

This chapter deals with the findings of the data analysis in the previous chapter. However, the researcher as mentioned above selected the articles in the common newspapers of American mass media (*New York Times*, *Washington Post*, *The Wall Street Journal*) purposefully in the last decade (2010-2020). The researcher will sort out the types and the functions of euphemistic expressions from the data.

4.1 Data presentation

The researcher will classify the data according to the analysis of the previous chapter into three groups, each group will involve seven articles with its discussions. The data which have been selected were published in the decade between (2010-2020). The findings are presented as the following:

4.1.1 The New York Times findings:

Datum 1:

Explaining Trump, Brexit and Other Expressions of Nationalism

This article has three different types of euphemisms. The first euphemistic term that the writer used is “*timing is sharp*”, this is the verbal metaphor to explain the importance of time, its severity, and the criticality of time. Its function is to avoid uncomfortable expressions related to politics. The second term is “*anti-Semites*”, this term stands as a code word for Jews, it belongs to the second type which is an idiom. This term means a person who has a racist, aggressive attitude towards Jews. In addition, it comes from the German language. Its function is to refer to something related to the political issue. The last euphemistic expression in this article is “*points the finger*”, the writer here also used the metaphor type in another situation to refer to something

different from the literal meaning. Its function is referring to something related to politics or war expressions.

Datum 2:

Georgia Teacher Fired Gun While Barricaded in Classroom, Police Say

In this article, the writer mentioned just one euphemistic expression which is “*code red*”. After analyzing this term, the researcher found that this term stands as a metaphor and it is also used by the writer to convey a dangerous event. The function of this term is connected with the frightening or referring to death expression.

Datum 3:

Obama Administration Ends Effort to Train Syrians to Combat ISIS.

This article has three writers, they tried to convey the speech of President Obama with its abbreviations. Thus, the purpose of abbreviation is to make the sentences or the phrases easier to read. In addition, in some cases, there is limited time for speaking, so it saves time. Moreover, the researcher found another euphemistic expression which is “*Syrian rebels*”. The word “*rebels*” which referred to a person who fights against his/her government. The writers mentioned the president’s term which belongs to the twelfth type of euphemism which is “*Synecdoche*”, which means to refer to something from general to specific. The function of this term is to avoid the unpleasant political term. The origin of the term “*rebel*” comes from Latin “*rebellis*”.

Datum 4:

U.S. Reports That Piracy off Africa Has Plunged

From the title, it seems clear that the writer used the term “*plunged*”, in general, it means to cause to enter a state, but euphemistically, the writer used it to avoid the unpleasant term, therefore, the writer used the last type of euphemism which is associative engineering to avoid such an embarrassing term. The origin of this term comes from Latin. This article also has another euphemistic term which belongs to the senator “*we are watching carefully*”, this phrase doesn’t mean to watch or gaze at something, but to clarify that the government is ready for any action or attack by the

pirates. This kind of euphemism is “Circumlocution”, and its function is to bring polite terms or phrases that can be used in political situations. Furthermore, the writer mentioned the third euphemistic expression in this article which is “*handful*”. This is an English term that has two parts, “hand” and the suffix “ful”; it belongs to the idiom type of euphemism which cannot be separated from each other. The writer used such a term to speak about political issues.

Datum 5:

Facebook Announces New Policy to Ban White Nationalist Content

In this article, the researcher noted that the writer mentioned a euphemistic expression many times in the article. The term “*white nationalist*” according to Merriam Webster is one of a group of white militants who support white supremacy and advocate racial separation imposed. The writer repeated this term more than once to refer to the negative side of this term in the community. This term can be regarded as a Litotes type of euphemism. Its function is to avoid the uncomfortable term.

Datum 6:

Add Government to the List of ‘Fat Cats’

After reading this article, the researcher focused that the president used a suitable term for expressing the thieves. Therefore, the writer mentioned the term of the president which is “*fat cat*”, it refers to a person who uses a senior personal benefit appointment, generally of politicians and business managers, who show greed and self-satisfaction, although they don't give anything. This kind of euphemism stands as a metaphor. The function of this term is to inform something related to politics.

Datum 7:

U.S. to Keep Warplanes in Jordan, Pressing Syria

In this article, the researcher noticed that the term which has been used by the writer is already used before in another article in the same newspaper, specifically in the third article. Thus, the writers mentioned this term which belongs to the twelfth type of

euphemism which is “Synecdoche” to explain something from general to specific. Moreover, the function of this term is to avoid unpleasant political terms.

The following table explains briefly the type, function, and the origin of each term in the section of the New York Times newspaper:

The Article	The Term	Type	Function	Origin
Explaining Trump, Brexit and Other Expressions of Nationalism	<i>*timing is sharp</i> <i>*anti-Semites</i> <i>*points the finger</i>	*Metaphor *Idiom *Metaphor	*To inform something * To neglect an offensive term *To inform	*English *German
Georgia Teacher Fired Gun While Barricaded in Classroom, Police Say	<i>* code red</i>	*Metaphor	*To inform something connected with the frightening	*Old English and Old Saxon
Obama Administration Ends Effort to Train Syrians to Combat ISIS.	<i>*ISIS, ISIL.C.I.A</i> <i>* rebels</i>	*Abbreviation * Synecdoche	*To hide something connected with politics * To avoid the unpleasant political term	*American *Latin
U.S. Reports That Piracy off Africa Has Plunged	<i>* plunged</i> <i>* We are</i>	*Associative engineering or Irony. *Circumlocution	* To avoid the unpleasant term. *To inform	*Latin *English

	<i>watching carefully</i> <i>*handful</i>	* Idiom	* To inform	*English
Facebook Announces New Policy to Ban White Nationalist Content	<i>* white nationalist</i>	* Litotes	* To neglect an offensive term	*English
Add Government to the List of ‘Fat Cats’	<i>* fat cat</i>	*Metaphor	*To inform something	*English
U.S. to Keep Warplanes in Jordan, Pressing Syria	<i>*rebel</i>	*Synecdoche	* To inform something connected with politics	*old Latin and English

Table (7) the findings of the New York Times section

In this part, the researcher shows that the findings involve seven types of euphemisms from the total types, four metaphors, two idioms, two types of Synecdoche, one circumlocution type, one abbreviation type, one litotes, and associative engineering or Irony. Each type has been conducted and counted out with percentages according to the findings itself not to the contexts of data. It turns out that all the metaphor types have been used to inform something related to politics or even to warn something interlinked with the government. Besides, the idioms which have been conducted are used to neglect an offensive term and also to inform something in some cases. The following chart will explore the frequency of each type with its percentage to the total euphemism types:

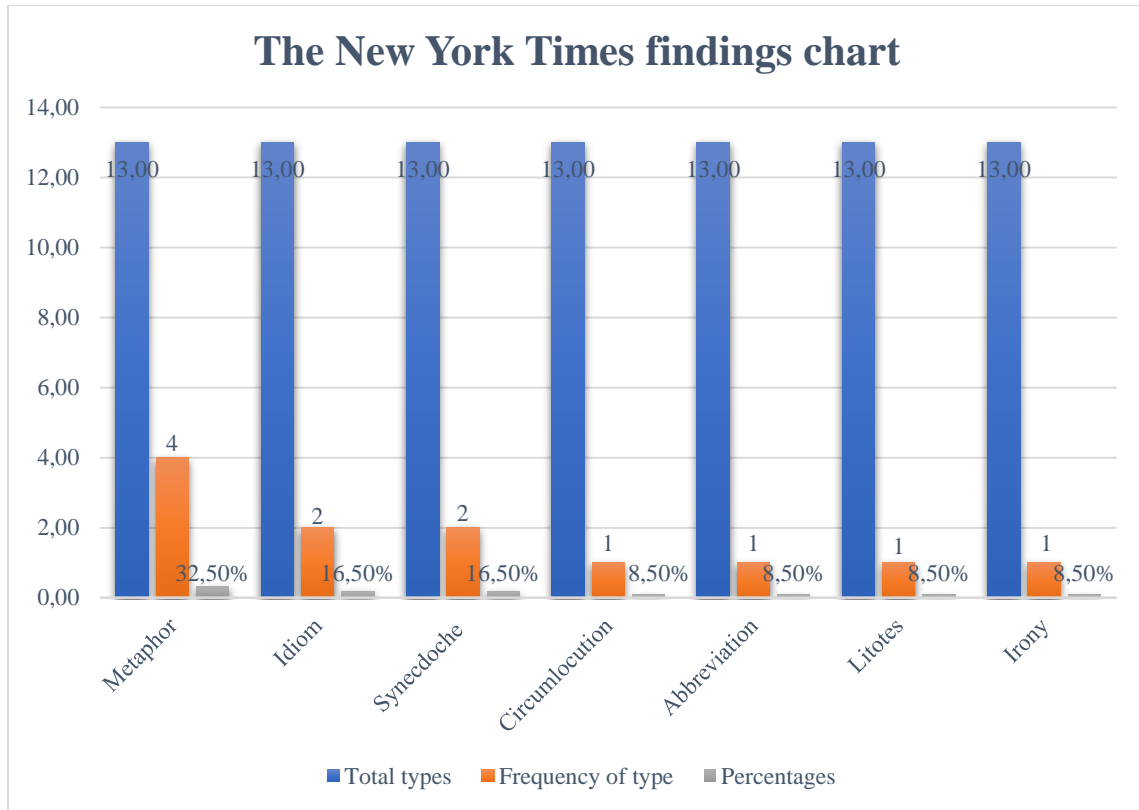


Figure (2) The New York Times findings chart

4.1.2 The Wall Street Journal findings

Datum 8:

Sadie Gurman, U.S. Won't Pursue Death Penalty Against Two Islamic Militants, Justice

This article has one euphemistic term which has been used by the writer. The term is “cell”, the researcher explained the word “cell” according to many dictionaries such as Merriam Webster, it means the smallest unit of living matter that can exist on its own. All plants and animals are made up of cells, red and white blood cells. The cell term also comes as a room for one or more prisoners in a prison or police station. Therefore, this term can be regarded as the tenth type of euphemism which refers to a location. Moreover, its function is to inform something connected with the frightening. The origin of this term is old English.

Datum 9:

Islamic State ‘Beatles’ Fighters Brought to U.S. to Face Charges.

After reading this article, it turns out that the writer used the word “*Beatles*” to describe the fighters of ISIS. According to the online encyclopedia of dictionaries, this term means a seminal rock and pop staff formed in Liverpool and England, these groups had hair like women and also have the same appearance, so that the writer used such a term as a metaphor kind of euphemism. Its function is to refer to something connected with the frightening of these groups of fighters. The origin of this term in English.

Datum 10:

Israel, Gaza Militants Exchange Heavy Fire After Raid Goes Awry

In this data, the writer used two euphemistic terms, the first one within the title and the first part of the article. The term is “*goes awry*”, this term always comes with military expressions to clarify the path of fires. In addition, it turns out that the writer used this term as a circumlocution type of euphemism to get a politer term than failed. Moreover, this term is derived from old English.

The second term is “*armistice*”, which is a Latin term which means the temporary stopping of the conflicts by agreement between the opponents. The writer mentioned such a term to describe it as the last type of euphemism which is associative engineering, to avoid uncomfortable expressions related to a war or fire such as cease-fire or truce.

Datum 11:

Biden’s Ties to Police Unions Weaken Amid Protests

This article has an abbreviation type but it did not mention by the researcher because it seems clear to the readers. The researcher focused that the writers in this article mentioned the term “*paddy wagon*” This term means literally an enclosed vehicle used by the police to transfer prisoners, but euphemistically stands as a metaphor type. In addition, its function is to neglect uncomfortable expression which may be related to politics. Furthermore, the origin of the first part of this term comes from the Irish.

Datum 12:

‘Running the Table’: From Pool to Politics

After the election program of the United States, President Donald Trump mentioned the term “*run the table*” many times in his speech. In this data, the researcher focused on this term and found that the president used such a term as a political metaphor, it comes from billiard games. This American term has been used to cover up the consecutive wins of the United States election with a game term.

Datum 13:

Congress Moves to End Surprise Medical Billing

In this data, the writer mentioned the term “*overhaul*” to express about something gets fixed. This term can be used in political issues instead of “*catch up*” or “*overtake*”. Therefore, the writer mentioned it as the fifth type of euphemism which is using some terms instead of common terms. It aims to avoid an embarrassing term that is connected with politics. Moreover, this term can be derived from German, it was used among the Nazi privates.

Datum 14:

Illinois Program Offers a Room for That First Night Out of Jail

In this article, the researcher noticed that the writer used the term “*Cook County*”. The term Illinois is named after Daniel Pope Cook, one of the earliest, youngest, and most brilliant statesmen in Illinois history in Chicago. The county is an urban term with more than 800 local governmental units within its limits for a total of 5.3 million people. Moreover, all the euphemistic dictionaries explain it as someone who wants to engage in electoral fraud, but in this article, the writer mentioned it as a good location term that is related to Chicago. So that, this American term refers to the location type of euphemism, and its function is to cover a political term or to use one term instead of the other.

The following table will show the types, function and the origin of each euphemistic expression which has been used in the articles of Wall Street Journal section:

The Article	The Term	Type	Function	Origin
Sadie Gurman, U.S. Won't Pursue Death Penalty Against Two Islamic Militants, Justice	* <i>“cell”</i>	*Location	*To inform something connected with the frightening.	*Old English
Islamic State 'Beatles' Fighters Brought to U.S. to Face Charges.	* <i>“Beatles”</i>	*Metaphor	*To inform something.	*English
Israel, Gaza Militants Exchange Heavy Fire After Raid Goes Awry	* <i>“goes awry”</i> * <i>“armistice”</i>	*Circumlocution *Associative engineering or irony	*To get pleasant terms. *To avoid an uncomfortable expression	*Old English *Latin
Biden's Ties to Police Unions Weaken Amid Protests	* <i>“paddy wagon”</i>	*Metaphor	*To neglect uncomfortable expression	*Irish
'Running the Table': From Pool to Politics	* <i>“run the table”</i>	*Metaphor	*To inform something.	*American
Congress Moves to End	* <i>“overhaul”</i>	*The fifth type is using some terms	*To avoid an embarrassing	*German

Surprise Medical Billing		instead of others	term	
Illinois Program Offers a Room for That First Night Out of Jail	* <i>“Cook County”</i>	*Location	*To cover up a political term	*American

Table (8) the findings of the Wall Street Journal section

After these findings, the researcher found that the Wall Street Journal post also conducted five types of euphemism from the total types in its findings, three metaphors, two location types, one circumlocution, one irony or associative engineering, and the last one is the fifth type which is using some terms instead of others. Additionally, all the metaphors that are conducted are used to inform something or to neglect harsh terms as same as in the previous findings of the New York Times. Moreover, the location types have been used to cover up political terms or to alert something related to politics. The rest of the types that were conducted in this part are used to get pleasant terms or to avoid an embarrassing term. The following chart will show the frequency of each type with its percentage to the total euphemism types:

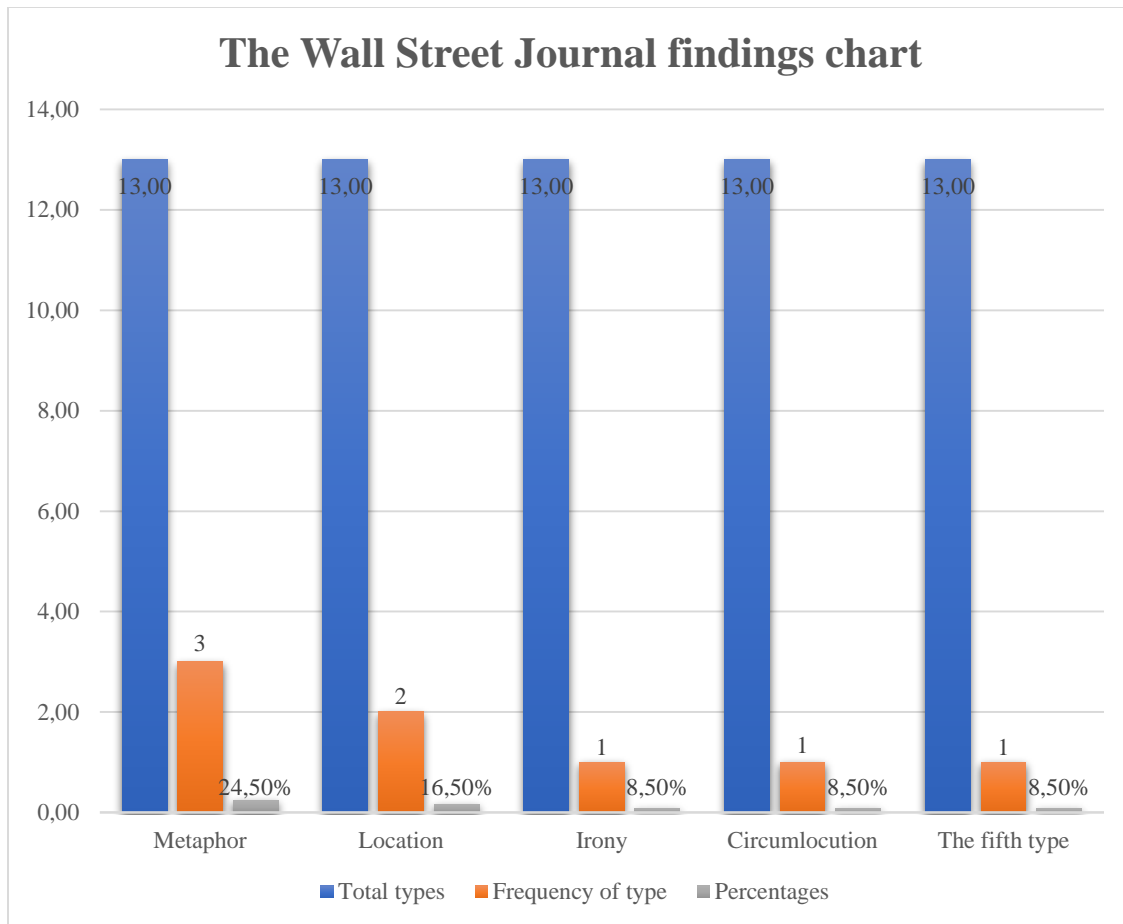


Figure (3). The Wall Street Journal chart.

4.1.3 Washington Post findings

Datum 15:

A red line Iran would take seriously

In this data, the researcher focused on two euphemistic expressions that were mentioned in the article. The writer referred to the first term “*red line*” which contains two items many times in the article. These two items can be classified as idiom types of euphemisms. It has been used by the writer to warn for something related to political issues. According to the online encyclopedia dictionary, this term is derived from Old English and Proto-Germanic.

Also, it is important to mention that this article has some acronym types like U.S and U.N, and the function of such types is for shortening or curtailment. Moreover, this

data also contains another euphemistic expression which is “*on the table*”, this is an American term that many politicians used in their speeches. Besides, the researcher noticed that this term belongs to the circumlocution type of euphemism, and also its function is to neglect unpleasant terms.

Datum 16:

The folly over ‘red lines’ for Iran

As in the previous data, this article also has a close item or euphemistic expression. The writer in this data mentioned the term “*red light*”, accordingly, this term has two items and it does not refer to the weight. The writer of this article tried to mention or warn of something risky. This term can be regarded as an idiom, and it derives from an Old English language; it was used in this data to inform something.

Datum 17:

Study: Iraq, Afghan war costs to top \$4 trillion

In this article, the writer talked about the cost of the Iraq and Afghanistan wars. The researcher noticed that the writer brought a euphemistic term which is “*intervention*” to hide the dark side of American occupation by a pleasant term. So that, the writer used the fifth type of euphemism which is using some terms instead of the common one. Thus, using such a term is to cover, or hide a dark side with a pleasant term in some political situations. The origin of this term is Latin.

Datum 18:

Israel strikes Iranian military targets in Syria following a missile launch.

The researcher in this article noticed that the writer mentioned the euphemistic expression which is used by Minister Netanyahu. The term “*hurt*” means to cause emotional distress, but in this data, the Minister asserted such a term to hide his big destruction behind the soft term. This term can be regarded as a circumlocution type of euphemism that reduces many items in one or two items, it derived from Anglo-French,

and also its function is to hide something connected with the frightening. Moreover, this data also had an abbreviation type “SANA” which means *Syrian Arab News Agency*, but it seemed too clear and common to the readers because the writer explained it inside the article.

Datum 19:

Giuliani keeps peddling debunked falsehoods on behalf of Trump

After the election (2020) of the United States, the Giuliani news keeps covering the news of electoral votes. Besides, the writer here asserted a euphemistic expression related to politics. The term “*peddling debunked*” has been mentioned in the title of the article, it stands as an idiom. It is an American term that is used by the writer instead of exposed. Moreover, its function is to avoid unpleasant terms in political speech.

Datum 20:

In the UAE, the United States has a quiet, potent ally nicknamed ‘Little Sparta’

After reading this article, the researcher found that the writer used the term “*little Sparta*” as an idiom that its items cannot be separated from each other. The writer used such an idiom to describe the UAE as a small garden that supports the United States. It is an American term, and its function is to hide unpleasant terms that are connected with politics. On the other hand, the writer also used another euphemistic expression which is “*gone all-in*”. Euphemistically, this term means *full power*, or *working hard*, it can be regarded as circumlocution type and its function is to inform something related to politics, it is also an American term. Moreover, it was noticed that this article was full of abbreviation types like “*U.S, UAE, F-16, F-22, NATO*”, as, in the previous data, these acronyms would not be mentioned in the tables of findings because they seem clear and common to readers.

Datum 21:

Protests mount and violence flares in cities across U.S., putting the nation on edge

After reading the last data that belongs to the Washington Post field, it turned out that the writers used the term “*antisocial*”. According to Merriam Webster, the term means a person who has strange behavior with people. Besides, using this term in this article refers to the aggression of the U.S against some cities across the U.S. This term can be regarded as the last type of euphemism which is associative engineering. It is an English term, and its function is to avoid the unpleasant term.

The following table explains briefly the type, function, and the origin of each term in the section of Washington Post newspaper:

The Article	The Term	Type	Function	Origin
A red line Iran would take seriously	*“ <i>red line</i> ” *“ <i>on the table</i> ”	*Idiom *Circumlocution	*To warn *To avoid the unpleasant term	*Old English and Proto-Germanic *American
The folly over ‘red lines’ for Iran	*“ <i>red light</i> ”	*Idiom	*To warn	Old English
Study: Iraq, Afghan war costs to top \$4 trillion	*“ <i>intervention</i> ”	*The fifth type which is using some terms instead of the common one	*To cover up something.	*Latin
Israel strikes Iranian military targets in Syria following the missile launch	*“ <i>hurt</i> ”	*Circumlocution	*To hide something connected with the frightening	*Anglo-French

Giuliani keeps peddling debunked falsehoods on behalf of Trump	* <i>“peddling debunked”</i>	*Idiom	*To avoid the unpleasant term	*American
In the UAE, the United States has a quiet, potentially nicknamed ‘Little Sparta’	* <i>“little Sparta”</i> * <i>“gone all-in”</i>	*Idiom *Circumlocution	*To hide *To inform something related to politics	*English *American
Protests mount and violence flares in cities across U.S., putting the nation on edge	* <i>“antisocial”</i>	*Associative engineering or Irony	*To avoid an offensive term	*English

Table (9): the findings of the Washington Post section

In this part, the researcher found that the findings of Washington Post data involve four types of euphemism from the total types, these types were divided into four idiom types, one irony type, three circumlocution types, and the fifth type of euphemism is also used. On the contrary to the previous parts, this part has no metaphors. Therefore, the idiom types have been conducted to hide some harmful meanings or even to avoid unpleasant terms. Additionally, the circumlocution types have been used to inform something connected with politics. The following figure will explore the frequency of each type with its percentage to the total euphemism types:

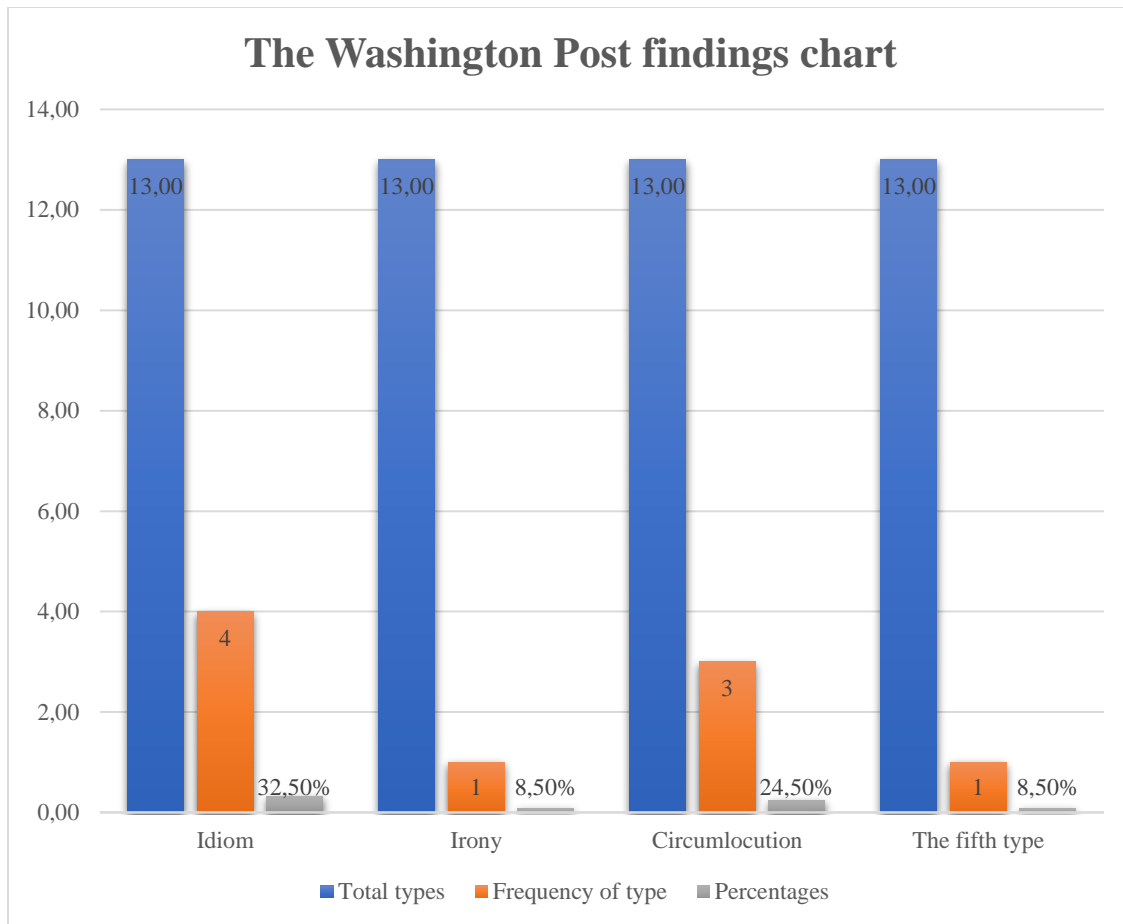


Figure (4). The Washington Post chart.

4.2 Discussions

It is important to mention that the goal of this study is to explore the use of euphemistic expressions and show the types and functions in the common American newspapers, especially by selecting the political articles in the last decade (2010-2020). Additionally, the origins of each term have been explored. The various use of different types of euphemism leads to many significant such as explicit the harm term into a pleasant term or hiding some taboo word and replace it with another comfortable term. These significantly affect the point of view of the readers or the researchers who fond of euphemism topic.

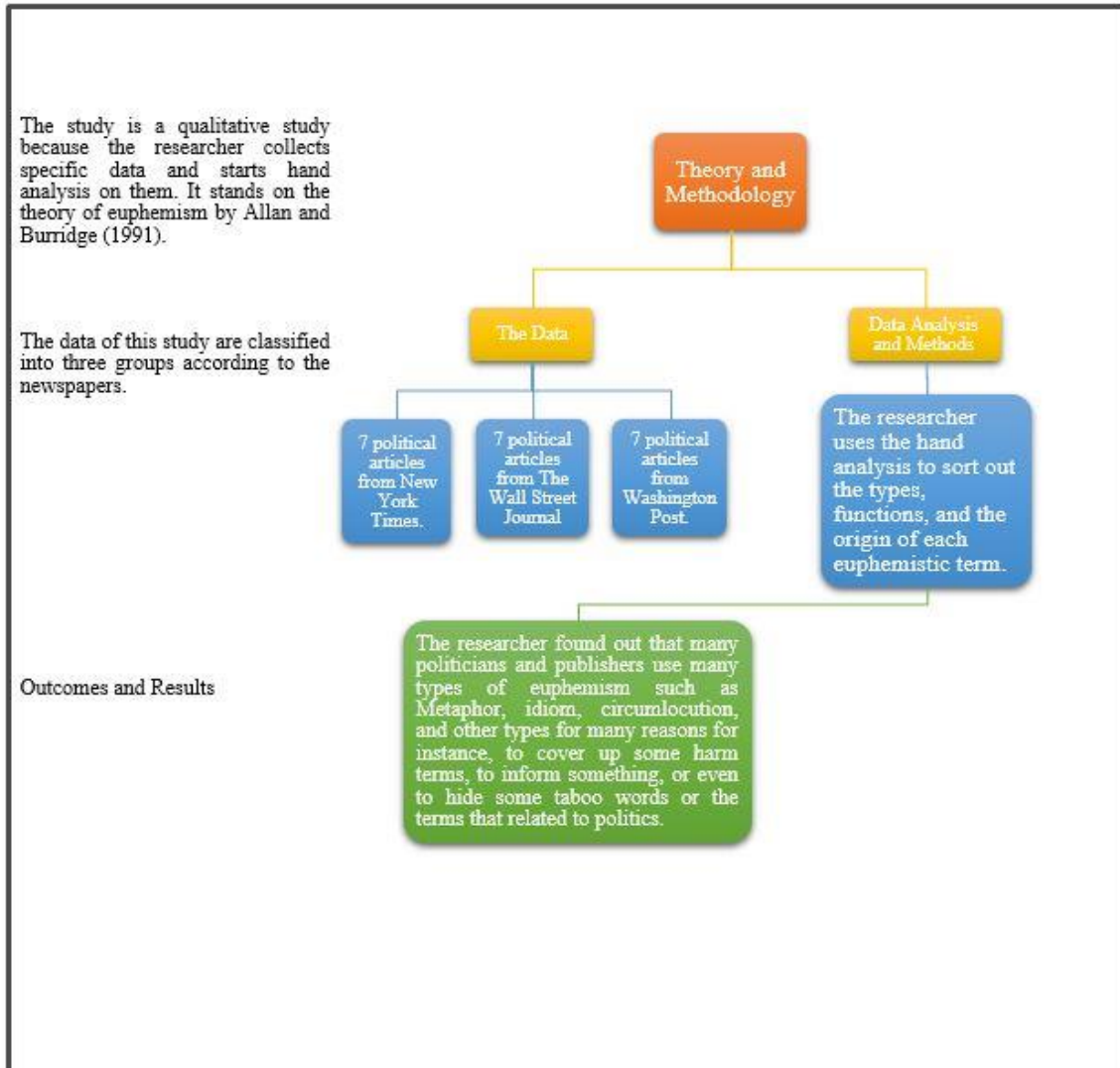


Figure (5): Discussion diagram

4.2.1 Similarities and Differences with The Previous Studies

The current study investigated the types and functions of euphemistic expressions that were used in the American mass media, especially in the political articles of the well-known newspapers (*New York Times*, *Washington Post*, *The Wall Street Journal*). The researcher noticed that many of the previous studies and researches which are specialized in the field of euphemism; tend to talk about the concepts of euphemism both in general and in detail, besides, people usually use euphemism to replace those terms which are unpleasant and offensive. Thus, these studies showed how the code terms or euphemistic expressions are interlinked with many fields of life such as religion, politics, education, body parts, etc. Such as the current study, some of the previous studies tried to explore just the differences between euphemism and dysphemism, and the others showed the difference with taboo. Therefore, this study investigated the differences of euphemism with both dysphemism and taboo, also tried to explore the types, functions, and origins of each euphemistic term in the political articles of the American media.

In the part of differences, it turns out that many of the previous studies used the correctness theory in their analysis and how the euphemism differs from politeness, which means many of these studies dealt with discourse analysis. Besides, many related types of research are concerned with the frequency of using the euphemistic terms inside the political discourses such as “*A Study of Euphemisms in the Context of English-speaking Media*” which has been written by Alireza Hojati (2012), another study related to Fei Deng entitled “*An analysis of phonetic formation in English euphemism*”, it aimed to discuss the explanation of the formal process to shape euphemism from the phonetic aspects, the analysis of such studies depends on the quantitative approach. On the other hand, some related studies used the same theory of the current study (*Euphemism theory*) of Allan and Burridge, but it focused on different aspects such as the phonetic formation, or the style of euphemism.

Moreover, the implications of the current study went through many phases, starting with spending time collecting the political articles that contain euphemistic expressions. Besides, the euphemism theory investigates the concept and the types of euphemism in the English language, and the researcher tried at applying it on this

political date. However, the findings of this study have been divided by the researcher into three groups, the first group of New York times contains several types like metaphor, abbreviation, idiom, irony, circumlocution, and litotes. Additionally, the second group of the Wall Street Journal also contains many types such as metaphor, location, and circumlocution. The last group of Washington Post articles concludes many idioms and circumlocution types.

Last but not least, the findings of the current study can be regarded as a good source for those who specialize in the field of euphemism, moreover, the researcher advises for further researchers to search about the euphemistic term that found in the field of economy and show the relationship with politics, because after searching, the researcher found many interconnections between both economy and politics. Besides, all the current findings aim to some goals such as avoiding an unpleasant term, informing something interconnected with politics, cover up some criminal issues, or even warning something. Thus, the most important thing which both the readers and the researcher can benefit from is to know the types of euphemism and for which reason the writer or the speaker used it. Furthermore, the researchers who fond of euphemism topics or political discourse can benefit from this study.

4.2.2 Similarities and Differences within The Articles Itself

In this study, the researcher analyzed twenty-one political articles from the common American newspapers, namely (*New York Times, Washington Post, The Wall Street Journal*). He classified them into three groups, seven articles for each newspaper. The results of the first part contained several types of euphemism, the researcher noticed that the New York Times publishers or politicians tend to use metaphors and acronyms or abbreviations in their speeches, this leads to cover up some of the political sides, using abbreviations also leads to reduce the spoken or the written contexts. Likewise, the results of the second part contained multiple types of euphemism, it was noticed that the Wall Street Journal publishers try to use many types of euphemism in their speeches. Moreover, the outcomes of the third part contained or used specific types, it turns out that the data of Washington Post that are selected contained the idiom type, also it contained

another type of euphemism which is circumlocution. The selection of such types is to avoid some harsh terms and also to warn to some terms that are connected with wars or frightening.

In the field of similarities, it was noticed that the euphemistic term “*rebels*” was mentioned in the third datum and repeated in the seventh datum in New York Times part, this term has been used as a Synecdoche type of euphemism, it was used to avoid an unpleasant term that is connected with politics. Another euphemistic expression was used in the same part “*code red*”, it stands as a Metaphor to refer to frighten, this expression looks similar to another term in the Washington Post data which is “*red line*”. The Washington Post part has also similar or nearly the same use of euphemistic expressions in the contexts of its data, the first datum in the last part contained the term “*red line*” which stands as an Idiom type of euphemism. Likewise, the second datum in the same part repeated nearly the same term which is “*red light*”, it is also regarded as an Idiom type. The use of these two idioms is to inform or warn something.

CHAPTER FIVE: CONCLUSION

5.0 Conclusion

The use of euphemistic expressions in political articles or issues is the art of employing euphemisms in historical, political, and literary events. Euphemism can be placed in a non-verbal form and cannot be dispensed with in political discourse even if they cause some stylistic errors, because verbal contradiction can always be used to cause cognitive dissonance and encourage review of stereotypes.

Euphemisms are alternatives to expressions that are crude, hurtful, or offensive. It carries the same meaning as its banned equations without looking inappropriate. It can significantly manipulate the meaning of words and expressions in such a way as to make them euphonious since its major purpose is to disguise the denotative meaning and elude being overtly offensive. It is easily providing a way to reduce the tension in the conversation and make everyone involved feel more comfortable. Euphemisms should be used for supporting others without causing an embarrassing term in a certain situation. For instance, to be polite when talking to someone who is grieving the recent loss of a loved one, the term "*passed away*" rather than "*died*" can alleviate some of the negative feelings this topic may cause.

The researcher in this work provided an explanation of the concept of euphemisms used in political speeches by politicians, or within the expressions of some journalists in their political articles. The researcher showed the most important differences between euphemism and dysphemism. On the other hand, the researcher explained the characteristics of euphemisms and their subdivisions. Moreover, some forbidden words have been explained and the differences between them and euphemism. Besides, the researcher also showed an explanation of the types of euphemisms according to the principle of Allan and Burridge. At the end of the second chapter of this thesis, the researcher presented a section on literature review and related studies that concern some aspects in common with this study.

At the beginning of the third chapter, the researcher provided details about the structure of the analysis and how to divide the information to be analyzed into three groups, each section concerned with one newspaper that in turn includes seven political

articles. Also, the researcher showed how the samples have been analyzed according to the questions mentioned in the research, that is to find the (types, functions, and find out the origin of each term). After finding the terms, the researcher sorted out the results into three groups, each group is containing on the articles of each newspaper. Thus, the researcher made a table that includes a briefly detailed explanation of the types of euphemistic expression, the function of each term, and the origin of the term itself. After all this effort, it became clear that political speeches cannot be uttered or published without euphemisms, and even journalists publish their speeches in a moderating manner to the readers.

The most important thing the researcher wanted to convey in his study is to show the importance of euphemisms in dealing with people, whether with people within the same culture or people from other cultures. It also shows how to focus on ambiguous or uncommon terms that are used in politics which is considered as one of the areas of life. Thus, languages always accept additions, especially with the development of the world, because this world is in the media era, so, the readers in this field (politics) and other fields, should be aware and focus on the strange terms that are used in the media.

5.1 Limitations and Suggestions

After analyzing, exploring, and discussing, the current study is supposed to have obvious clarification and understanding that the outcomes of the research may provide new data to the literature of euphemism. In addition to that, this study can also be a useful reference in the domain of similarities and differences between taboo and euphemism. This thesis is expected to show, precisely, some differential uses of euphemistic expressions in the given newspapers. Speaking about cultural relations, the reader may conclude the importance of euphemism and politeness in dealing with people, sharing the same society or foreigners. Besides, the study is also supposed to carry a limited identification for ambiguity in speaking, mistaken language, and face-threatening and saving.

The researcher's findings are related to limited aspects that were applied to limited samples as well. Therefore, there may be some studies that are close to this study and

some that are structurally close but differ in the aspects that are analyzed. It is necessary to suggest that the most important thing for further researchers, not only for people who specialize in the fields of politics, is to distinguish between euphemisms and taboo words that are forbidden to use because this will help to understand what is meant in speeches, whether they are written or spoken. On the other hand, the researcher suggests that it is very important to read about a specific culture before reading its art, politics, or even literary texts because this will help readers to understand the code words or some euphemistic terms that are used.

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[https://www.etymonline.com/word/protege#:~:text=protege%20\(n.\),protect%3B%20also%20see%20protection\).](https://www.etymonline.com/word/protege#:~:text=protege%20(n.),protect%3B%20also%20see%20protection).)

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<https://www.unscramblerer.com/unscramble-word/taboo>

https://www.wordhippo.com/what-is/another-word-for/go_away.html

APPENDICES

The New York Times section:

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RESUME

Ahmed Abdulrazzaq Ahmed AHMED, he graduated first and elementary education in Samarra. He completed high school and the university in the same city. He graduated from Samarra University in 2018 and got a bachelor's degree in English language and literature. Then in 2019, he moved to Turkey to start his Master's education at Karabuk University.