



THE ROLE OF EUPHEMISMS IN SHAPING PUBLIC OPINION IN ENGLISH
AND UZBEK POLITICAL COMMUNICATION

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Abstract: *A comparative analysis of the role of euphemisms in shaping public opinion within English and Uzbek political communication is represented thoroughly within . The study examines political speeches, official statements, and euphemistic expressions in mass media. The findings indicate that euphemisms in English political discourse are predominantly utilized in military and economic contexts, whereas in Uzbek, they are more prevalent in social and spiritual, moral spheres. The research identifies the impact levels of euphemisms on public opinion and their distinct cultural characteristics in both languages. This study serves as a valuable resource for specialists in political communication and linguistics.*

Keywords: *Political euphemism, political communication, discourse analysis, public opinion shaping, comparative linguistics, pragmatics, political rhetoric, lingua-cultural studies, English and Uzbek.*

Modern political communication has become an integral part of social life, where linguistic tools play a critical role. Specifically, euphemisms are widely employed in political speech to soften sensitive topics, mitigate negative impacts, and manage public opinion. To date, the specific role of euphemisms and their influence on public opinion within English and Uzbek political communication has not been sufficiently explored. While the use of euphemisms in political discourse dates back to antiquity, their role has increased significantly in the late 20th and early 21st centuries due to the intensifying manipulative nature of political language. For instance, military euphemisms like "collateral damage" are common in English, while social euphemisms such as "ijtimoiy himoya" (social protection) are prevalent in Uzbek.

The relevance of this study lies in the expansion of political communication boundaries and the strengthening of cross-linguistic influence driven by globalization and the advancement of information technology. Consequently, a comparative analysis of euphemisms in English and Uzbek political discourse carries both theoretical and practical significance. The primary objective is to determine the role of euphemisms in shaping public opinion and to reveal the similarities and differences between the two languages. The research analyzed scientific literature on political communication and euphemisms, primarily building upon the theoretical frameworks of scholars such as J. Lakoff and R. Fowler. Lakoff's concept regarding the "manipulative nature of political language" is essential for explaining how euphemisms influence public opinion. In Uzbek



linguistics, the works of A. Nurmonov and B. Yo'ldoshev served as vital sources. This study employs qualitative and quantitative methods to examine the role of euphemisms in English and Uzbek political communication. The research corpus consists of 50 political speeches, official statements, and media publications produced between 2020 and 2024 in the United States, the United Kingdom, and Uzbekistan. The materials were collected from official governmental websites, news platforms, and public political addresses.

The research methodology is based on content analysis, comparative discourse analysis, and pragmatic analysis. Euphemistic expressions identified in the corpus were categorized into three thematic groups: military, economic, and social euphemisms. Each category was analyzed according to contextual meaning, communicative purpose, emotional impact, and manipulative function in shaping public opinion. To ensure reliability, the selected examples were evaluated by independent linguistic experts specializing in English and Uzbek political discourse. Statistical analysis, including the Fisher exact test, was applied to determine the frequency and significance of euphemism usage in both languages. The comparative approach allowed the researcher to identify similarities and differences in the cultural and political functions of euphemisms in English and Uzbek communication systems.

The study reveals that in English political communication, euphemisms are most frequently used in military and economic themes (45%), exerting a strong influence on public opinion. Conversely, in the Uzbek language, social and spiritual-moral euphemisms (55%) predominate. English euphemisms, such as "collateral damage" and "enhanced interrogation," are often used to soften the negative consequences of military actions. In Uzbek, euphemisms like "ijtimoiy himoya" (social protection) and "ma'naviy tarbiya" (spiritual education) are used to frame social issues in a positive light. The impact level on public opinion was found to be high in both languages: 70% in English and 65% in Uzbek. This variance is attributed to the specific nature of the respective cultural and political systems.

The results confirm the significant role of euphemisms in political communication. The high frequency of military euphemisms in English is linked to the necessity of justifying foreign policy military actions in the USA and UK. In Uzbek, the prevalence of social euphemisms is explained by the country's emphasis on social stability and spiritual-moral values. While the impact on public opinion is high in both languages, the underlying mechanisms differ. English: Euphemisms are used more frequently to hide or distort information. Uzbek: They often serve as tools for maintaining social unity and creating a positive image.

Limitations of the study include the specific timeframe (2020–2024) and the exclusion of regional variations. Future research should encompass a broader historical context and various geographical regions.

This research demonstrates that euphemisms play a crucial role in shaping public opinion in both English and Uzbek political communication. While English discourse favors military and economic euphemisms, Uzbek discourse prioritizes social ones. In both instances, they serve as instruments of political manipulation. These findings provide new comparative data for specialists in linguistics, politics, and mass media. Future



studies should focus on the historical evolution of these terms and their impact on different social groups.

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