

Abstract
Graduation Level of Proficiency Paper
(Bachelor's degree)

Title: «Eufemiya in a Language of Spain Newspapers as a Universal Communicative and Pragmatical Phenomenon».

Author: Sin Victoria Aleksandrovna.

Research Supervisor: associate professor of Spanish studies and cross-cultural communication, candidate of pedagogical sciences L.Kh. Gazgireeva.

Research Initiator: Pyatigorsk state linguistic university.

Topical Importance. The subject of euphemisms was under a ban in Russian philology in the XX century. Euphemisms were considered only in historical aspect in connection with ancient taboos and analyzed mainly on an Indo-European, slavyano-Baltic or all-Slavic material. The problem of euphemisms arose long ago, and had been studied by both domestic, and foreign scientists for many years. During the last decades process of euphemisms formation proceeds with unusual intensity. It can be explained by the fact that nowadays one of the most important factors promoting formation of an increasing number of euphemisms, and also of their prompt fixing in language, their ability of formation in new public conditions. For this reason the phenomenon of eufemiya gains so wide circulation in many public spheres of speech activity. Important making part of this influence are euphemisms — the softened words and expressions as a speaker uses them every time when the topic of conversation can offend, bring pain or confusion to the interlocutor.

Targets of work: analysis of euphemisms functional types, and also consideration of speech eufemizatsiya as a phenomena of speech communication / speech phenomenon (instead of language system organization), but euphemisms as speech units.

Tasks:

- to define the concepts «euphemism» and to reveal its functions in a language;
- to analyse functional typology of euphemisms;
- to consider ways of euphemisms formation;
- to analyse subjects and spheres of the euphemisms using;
- to carry out the conceptual analysis of euphemism main operational stages development and to reveal their specifics of the use in the Spanish newspaper history;
- to consider eufemiya as a condition of speech situational relevance observance;
- to define manipulative essence of euphemisms.

Theoretical value and practical applicability. The theoretical importance consists in specification of some concepts of the eufemiya theory (in particular, the term "euphemism"), in systematization of subjects and spheres of euphemisms, language means and ways of formation of euphemisms, eufemizatsiya consideration as conditions of speech situational relevance observance, and also in the development of the problem of euphemisms manipulative influence on society consciousness and behavior. The practical importance consists in a support

on empirical base of research: as a material about 200 euphemism units of Russian and Spanish languages served. Spanish euphemisms were taken from the most popular texts of periodicals, such as: «El Pais», «El Mundo», «La Vanguardia», «ABC», «Hispanidad», «La Verdad»; the news notes placed on Internet sites. In this work the analysis of euphemisms which were selected from articles connected with various aspects of life of society is carried out.

Results: It is proved that the evfemizatsiya of speech is the phenomenon of speech communication, but not the system organization of language and that the evfemiya is an exclusive language phenomenon, and euphemisms - speech units. In the analysis of functional and thematic fields in paradigmatic aspect the main sign of the use of euphemisms - situational relevance was discovered (a neutrality: etiquette, tolerance in relation to participants of the communicative situation).

Implementation advice: Materials and results of this research can be used in reading courses and special courses on lexicology, stylistics, rhetoric, sociolinguistics, psycholinguistics, pragmalinguistics, journalism and when writing student's scientific works on similar subject. The knowledge of methods and manipulation receptions by means of euphemisms allows to reduce vulnerability of the recipient to the influence of manipulators.