ABSTRACT

Title: Euthemization And Dysfemization In Political Discourse (linguistic and translation aspects).

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Today, euphemization, as a general linguistic trend, is pronounced and traceable in virtually every language and is reflected in all areas of the spoken and literary language. However, despite the careful development of the lexical aspect of the problem of euphemia, in the discursive sense this phenomenon has not been studied enough. The present research is devoted to the consideration of the theoretical and pragmatic functions of political euphemisms and dysphemisms as means of implementing effective speech behavior within the framework of political discourse.

The significance of the study of political euphemia and dysfemia as a phenomenon of political discourse lies in the need to develop stable skills for the correct perception and interpretation of speech communication by both the mass recipient and professional translators: first, in order to avoid semantic deception and misinformation, the second - for an adequate translation of euphemistic expressions due to the correct understanding of what is actually behind this or that statement and whether preserving the veiling potential of euphemism when translating or subjecting it to semantic decoding. A special role in the problem of translating euphemisms and dysphemisms and an adequate choice of translation techniques should be given to a communicative situation: euphemisms and dysphemisms, should often be considered as a pair. As shown by the analysis of examples, in the formation of euphemisms and dysphemisms, the contextual

component and the associative connection between the euphemistic and direct naming denotations are of great importance.

It should be noted that in this paper, for the first time, an attempt was made to study the forms of linguistic (purely theoretical) and translation (practical) aspects of the functioning of euphemisms and dysphemisms in political discourse as a whole. It should also be noted that attempts to study the translation aspect in a single linguistic pair of euphemism-dysphemism within the framework of the political discourse were not previously attempted. The findings of this study can be conducive to expanding students' critical thinking abilities in comprehension and production of language.