

Abstract

Graduation Level of Proficiency Paper
Bachelors's degree

Title: «Business euphemisms in the business discourse of modern English»

Author: Khudyakova Olesya Andreevna

Research Supervisor: Doctor of Education, professor, Head of the Department of theoretical linguistics and intercultural practices IFLIT, Director of the Institute of Foreign Languages and International Tourism Akopyants A.M.

Research Initiator: Pyatigorsk State University

Topical Importance: The relevance of this dissertational research is determined by the interest in the study of ways to reflect language changes in the economic and entrepreneurial activities of modern society through the means of periphrastic nomination. In modern globalized world, the English language is used as a tool for communication. Thanks to the intensive globalization and widespread international business, euphemisms have become widespread in the field of business discourse. Euphemisms are used to mitigate the description of unpleasant situations that can cause anxiety, doubt, discomfort, or social resistance. At the same time, euphemisms can become a means of substituting concepts, as well as a mechanism for manipulating public opinion and consciousness.

Goal: to study the use of euphemisms of modern English in the conceptual sphere of business, and also to analyze the reasons for their use in the media and fiction on business topics.

Tasks: 1) to analyze the history of the emergence of the phenomenon of euphemism and the current definition of this phenomenon; 2) to generalize and systematize the approaches of domestic and foreign scientists to the problem of euphemism; 3) to investigate the causes of use and the main functions of euphemisms of the English language in the conceptual sphere of modern business; 4) to conduct an analysis of business euphemisms at the lexico-semantic and metasemiotic levels; 5) to collect and study authentic material on business topics.

Theoretical value: The theoretical significance of the study was to make a definite contribution to the study of the problem of periphrastic names within a certain conceptosphere (business); the study of such linguistic phenomena as business euphemisms, attempts to study which until now have been undertaken quite fragmentarily. In addition, business euphemisms were analyzed in detail at the semantic and metasemiotic levels.

Practical applicability: The practical significance of the study lies in the possibility of using the results of the linguistic study as a lecture material, as well as material for further research on these theoretical aspects. Analyzed euphemistic units can be used by university students in seminars or practical classes in translation studies, intercultural communication, linguoculturology, and also students of general education schools in classes in such disciplines as "business communication".

Results: The result of the study was the creation of an electronic course on the PSU training portal, which includes a dictionary and training tests on business euphemisms, based on authentic business texts. Also author's classification of

business euphemisms is created on the basis of thematic groups.

Implementation advice: In further research works on this direction, in order to improve the theoretical and practical basis of business discourse, it is necessary to conduct a more detailed semantic and metasemiotic analysis of authentic texts, their style and functional orientation, which at the moment modifies the entire language representation of business communication.