

ABSTRACT OF THE FINAL QUALIFICATION WORK

Periphrastic nominations in the English press

M. M. Dugrichilova

Research supervisor,

Professor V.N. Strausov

Pyatigorsk State University

This work deal with study of euphemisms which are used in the modern English press. Periphrastic nominations are taken from multiple articles such as The Guardian, The Times, The New York Times, The Independent, The Daily Progress, The Daily Beast, The Daily News, The BBC news, The Newsweek, The Kansas City Star, The Boston Post, Washington Times, The Washington Post, The Coastal Post, The Sunday Times, The BBC News World, The Human Events, The Daily Express during the period from 2008 to 2016.

Relevance of the subject of the research. In accordance with the increased focus of linguistics to means of influence on social conscience, euphemisms generate research interest. Euphemisms are strong indicator of cultural and social preferences of native speakers, they demonstrate the most minor language changes.

Aim of the work is to study the functioning of euphemisms of modern English in the mass media and to establish their thematic groups.

Tasks:

1. To explore scientific works of domestic and foreign workers engaged in euphemisms.
2. To select periphrastic nominations of modern English from the mass media.
3. To relate them to different thematic groups.
4. To establish hierarchy of euphemisms.

Scientific novelty:

Specificity of the qualification work is that the paper deals with euphemisms which were taken from modern English press to establish their

thematic groups.

Basic provisions submitted for protection.

1. Periphrastic nominations in the mass media are an important linguistic means influencing the public consciousness.
2. All the periphrastic nominations of modern English mass media fall into two categories: the periphrastic nominations forming basis of the euphemisms and representing periphery.
3. The most numerous groups consist of political, economical and military euphemisms.
4. Periphrastic nominations of age, physical ability, profession, national identity, religion identity, poverty and hunger are forming the periphery.
5. Functions of euphemisms are depending on the topic of the article. They can mask unlawful action by the authorities, instances of murder, interferences in the affairs of other States, negative impact economic process. Euphemisms also allow avoiding the discrimination in relation to people who have physical and mental problems.

Theoretical importance of the research:

This qualification work deal with functioning and hierarchy of periphrastic nominations of modern English press with establishing their thematic groups. This qualification work makes a significant contribution to increasing scientific knowledge in the area of lexicology, stylistics and voice communications

Practical value of the research:

The results of this work can be used during training sessions on practice of intercultural communication, courses of lexicology and stylistics. The paper findings may be useful for researches who deal with political discourse, comparative analysis, the use of political lexemes and political euphemisms within the framework of the theory of political correctness.

The speech euphemisation in mass media is caused by aspiratiton to avoid communicative conflicts which can occur at the too rectilinear nomination of object-matter and the phenomena. Frequent cases of euphemism usage are

connected with subjective evaluativity, the speaker tries to give the recipient the information in such kind in which it is "profitable" to its sender. The more specific purpose of euphemisation is "veiling" of an essence of the matter.

Euphemisms function in the language of mass media is proceeding from principles of politeness, an interdiction, and influence on mass consciousness. The width of semantics of the used lexemes covers the essence of phenomena, providing pragmatical effect of media texts.

We selected 200 example from the English press which were divided into the most frequency thematique groups. The most pervasive and widely used in modern English press is the group of military action.

According to the theme of final qualification work "Periphrastic nominations in English press" we have developed the project: "The glossary of politically correct euphemisms".