

УДК. 1751

## EUPHEMISMS IN THE POLITICAL DISCOURSE OF AMERICAN AND BRITISH POLITICIANS

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### **Аннотация**

*Мақалада «эвфемизм» анықтамасының ұғымы, олардың функциясы мен түрлерінің сипаттамасы ұсынылды. Б. Обама және Т. Блэрдің эвфемизмде қолданылатын ерекше сөздеріне салыстырмалы сараптама жүргізілді. АҚШ және Ұлыбритания саясаткерлерімен сөздердің саяси дискурс заңдылықтары бөлінген.*

### **Аннотация**

*В статье представлены определение понятия «эвфемизм», описаны их функции и типы. Проведен сравнительный анализ особенностей использования эвфемизмов в речи Б.Обамы и Т. Блэра. Выделены закономерности политического дискурса в речи политиков США и Великобритании.*

### **Abstract**

*The definition of the concept "euphemism" is presented in the article, the functions of euphemisms and their types are described. The comparative analysis of peculiarities of use of euphemisms is carried out in B. Obama and T. Blair's speeches. Regularities of a political discourse in the speech of politicians of the USA and Great Britain are marked out.*

**Түйінді сөздер:** *дискурс, политикалық дискурс, эвфемизм.*

**Ключевые слова:** *дискурс, политический дискурс, эвфемизмы.*

**Keywords:** *discourse, political discourse, euphemisms, peculiarities of euphemisms.*

### **1. Introduction**

Politics as a sphere of human activity entered our lives more than a thousand years ago. Developing as a science politics have acquired an interdisciplinary character. As a result we have such academic discipline as political linguistics which studies political discourse. It is obvious that translation of political discourse is a rather complicated process, especially when we translate euphemisms.

### **2. Materials and Methods**

This article is based on the analysis of public speeches of B. Obama: "2004 Democratic National Convention Keynote Address", "Senate Floor Speech on the Iraq War After 4 Years" and "Democratic National Convention Presidential Nomination Acceptance" and T. Blair: "Speech to the "Islam and Muslims in the World Today" presented on conference in London in 2007, "General election victory speech" performed in 2005 and "Resignation speech" presented in 2007. Methodological basis of political linguistics refers to the analysis of discourse which allows to reveal the mechanisms of interconnection of authority, communication and behavior of participants of political communication.

The scientific basis of the research: the linguists studied sociolinguistic and linguistic parameters of euphemisms (A.M. Katsev 1977; N.M. Berdov 1981; S. Luchtenberg 1985; E.E. Tyurina 1998; L. V. Artyushkina 2002), their functional peculiarities (T. S. Turganbaeva 1989), interrelation of euphemia and political correctness (E. N. Tiroptseva, 2000), pragmalinguistic effects of euphemia (N. Yu. Linevich 2001; M. S. McGlone, J. A. Batchelor 2003). There is a tendency to study

euphemism in private (A. A. Andreeva 1999; A. S. Karpova 2001; Golovanova 2005, etc.) and social spheres (L. K. Graudina 1993; A. D. Vasiliev 1999, etc.), in various types of texts (O. V. Obvintseva 2003, E. I. Sheigal 1997, 2000, T. V. Boiko 2006; N. M. Potapova 2008). The manipulative potential of euphemistic remaining in the language of mass media is studied by such scholars as E. V. Kiprskaya 2005, Yu. S. Baskova 2006, N. V. Pryadilnikova 2007, M. L. Kovshova 2007, etc.

### 3. Results and Discussion

In linguistics euphemisms were first studied in the nineteenth century. At the same time a German linguist G. Paul categorized euphemisms into a well-known scheme of semantic changes. The problems of euphemisation became popular in 60-80 ies of the twentieth century. This period saw the emergence of works by S. Widlak, J. Lawrence. The problems of euphemistic renaming were also studied by I. Galperin, L. Krysin, V. Moskv, O, Reunova, V. Telia, J. Wiliam and others.

Alongside with increase in the number of works on this issue there appeared some disagreements in interpretation of euphemisms and their aspects. In some modern courses on stylistics euphemisms are interpreted as a stylistic means. In some other works, on the contrary, "they cannot be regarded as a stylistic means because they directly denote an object" [1].

A. N. Shmelyov defines euphemisms as "the words or expressions serving in certain conditions for replacement of such designations which are represented to the speaker as undesirable, not quite polite or too sharp" [2;123].

N. S. Arapova gives the following definition to euphemisms: "Emotionally neutral words or expressions used instead of the synonymous words or expressions which are represented to the speaker as indecent, rough or tactless" [3;24].

From both definitions it is possible to draw a conclusion that euphemism is a special part of lexicon in any language which serves as a substitute to the rough undesirable designations.

According to Geis M. L. euphemisms fulfil the following functions [4]:

1) Euphemistic proper, primary function of euphemisms. It is connected first of all with existence of a taboo and it is shown that the speaker is afraid to use this or that word, using instead of it euphemistic replacement. Modern civilized people use euphemisms not because of fear, and most likely thanks to the traditions which remained from the old times. As well as in the ancient time, politicians, whenever it is possible, try to avoid the word death, replacing it with loss, passing, to give one's life, and also with the extraordinary author's expressions, as, for example, euphemism to travel southward to Khartoum and perhaps beyond – perhaps very far beyond for some used by U. Churchill [5]. In the following example, Tony Blair, speaking about participants of military operations and their possible death, uses euphemisms: And there will be people you will have known that aren't going back home, and we grieve for them and we pay respect to them for everything they did and the sacrifice they made.

2) Intentional function refers to the euphemistic replacements for the purpose of achievement of a certain communicative effect. Euphemistic items can help to speaker to convince the addressee, to impose him another point of view, to suppress the undesirable facts or to show them in the most favorable way, to embellish them. In political performances the manipulation with audience is conducted by means of uncertain and indistinct information, used by politician in order to present it with the most favorable for the speaker positions. Thus, listeners are misled, they can't realize the sense of the speech fully. Therefore, they can be given a manipulative influence easier. As M. M. Gatina writes, the expression of non-whites in a culturally deprived environment instead of blacks living in slums doesn't make the problem of the black population less sharp, but it makes this problem look not so evident; culturally different children isn't perceived with such hopelessness as slum children; substandard housing instead of rotting slums don't solve housing problem, but shade its sense. Redundancy or availability of industrial skills instead of unemployment; ex-employees, pre-associated personal instead of fired workers and many other examples act as "powerful ideological weapon, effective means of a manipulation by public consciousness" [6]

3) Social conventionalism, ethical standards of communication, speech etiquette are complied by the speakers at the use of euphemisms in social and regulatory function. Social regulation is organized in such a way that direct titles of some phenomena of reality are considered as indecent, unacceptable in a concrete situation of communication. Thus, for reasons of the decency some words and expressions should be omitted and replaced with more decent ones.

This function in the speech of politicians is realized through manifestation of political correctness. As a result, in the political language there are euphemisms united by the concept of "social inequality" as, for example, the words which soften different types of social discrimination, such as the age and other: middlecence (the life period from 40 to 65) by analogy with adolescence, the life period from 65 and further It received the name third age. It is considered that euphemistic expressions of senior citizen, retired person are more preferable, than old people as they possess connotations of being "active, strong, progressive, happy" [7]. Problem of property inequality gives rise to such words and phrases as disadvantaged, negatively privileged, welfare recipients, financial assistance and other [8]. Euphemism underprivileged, for example, doesn't oppose poor and rich, because it assumes that poor people also possess certain privileges. The euphemisms for designation of people with physical and intellectual defects are also used: handicapped, people bearing mental and physical limitations, people on incapability benefit, etc.

4) Contact fixing function of euphemisms means that euphemisms are capable to assist in building up and maintenance of contact with the interlocutor. The speaker, who intends to adjust productive, successful communication, avoids the use of direct designations, because they can repel the addressee, offend him, give him unpleasant impression, cause the unfriendliness, misunderstanding and bring to the conflict between interlocutors. All obstacles mentioned above can be overcome with the help of euphemisms. Thus, the euphemisms used in this functions, create information defined by the communicative purposes and objectives of the speaker. The replacement the expressions of young criminals on young offenders leave the hope on the changes in behavior and life of young people committed the crimes: "That is common sense and that is why it is important that we provide opportunities for our young people – we tackle the levels of unemployment, the problems of housing and so on. But at the same time those that commit crimes have got to be punished and young offenders – often one-boy crime waves – who cause mayhem on estates, have to be dealt with, and can be dealt with, and should be dealt with far more quickly "[8].

5) Expressional and emotive functions are peculiar not to all euphemisms, but only to those which represent the periphrases formed in the way of the metonymy and metaphorical transfers. Such euphemisms are capable to reflect an emotional state of speaker, and influence the listener in the most effective way. In other words, such euphemistic replacements are one of aspects of the emotional influence.

Sympathy, pity, compassion in relation to the children without parental attention, love and care, to the children who made crimes are expressed in the euphemism of to go through a prison gate formed as a result of metonymy transfer, and also emotive item in combination with an intensifier most vulnerable and a periphrasis of to be hugged by their mom or dad in the meaning of love:

"Tonight I ask Congress and the American people to focus the spirit of service and the resources of government on the needs of some of our most vulnerable citizens – boys and girls trying to grow up without guidance and attention, and children who have to go through a prison gate to be hugged by their mom or dad" [8].

The emotional attitude of the speaker is shown in the following euphemistic denomination of the people who were lost during the act of terrorism on September 11 2001:

"Some will remember an image of a fire or story or rescue. Some will carry memories of a face and a voice gone forever "[8].

6) Esthetic function of euphemisms is represented in the situations when the speaker uses more graceful, more beautiful and more elegant designations of those phenomena of reality which cause negative feelings. The interesting case is described by senator of Iowa Tom Harkin.

The wife of the president Truman accompanied a group of ladies on walk around the White house. At a garden they met the president. In response to a compliment concerning flowers of Truman used the word manure, telling that his gardener used the best fertilizer. This word is considered esthetically not too favorable and even indecent therefore the lady was in perplexity, why the president didn't replace it with more neutral fertilizer:

In general all functions of euphemisms include the pragmatical function of the message and are aimed to promote success of communication in compliance with the accepted purpose. It should be noted that pragmatical function of euphemisms is found in a certain context where the choice of an euphemism is dictated by existence of conscious pragmatical aim of the speaker [9; 2].

The speaker removes an adverse effect of some words with the help of replacement of direct description on their indirect meliorative designations, i.e. euphemisms, increasing influential function of the speech. Moreover, efficiency of manipulative influence of euphemisms consists in the implicit, or hidden way of information transfer, when process of influence isn't realized.

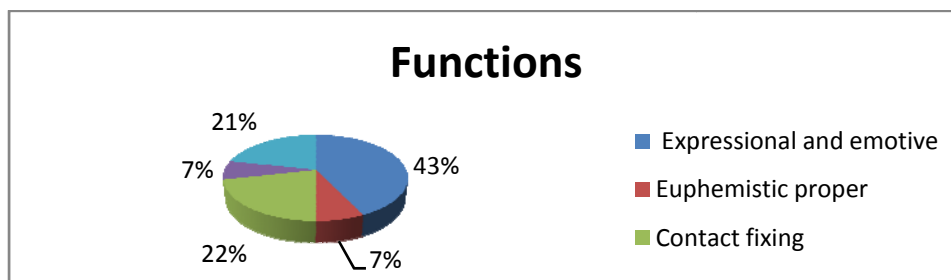
In our research we observed political euphemisms, found in the speeches of American and British politicians such as B. Obama and T. Blair. These people are representatives of different countries with different political systems, different cultural background and different historical heritage. B. Obama is a successful politician of the United States, T. Blair served as a Prime Minister of the United Kingdom. We have chosen these politicians because they are very popular on the political arena, their speech patterns are an abundant source for analysis of euphemisms.

Barack Obama has signed a giant amount of political acts. According to our calculation he has performed about 288 speeches for the period from July 27, 2004 to April 25, 2015 [10]. The analysis is based on the classification of functions offered by M. L. Geis and classification according to the themes of replacement which we have formed ourselves. For the analysis of euphemisms we have chosen the most popular and incentive speeches of B Obama, such as: "2004 Democratic National Convention Keynote Address", "Senate Floor Speech on the Iraq War After 4 Years" and "Democratic National Convention Presidential Nomination Acceptance".

The first speech "2004 Democratic National Convention Keynote Address" has been devoted to the support of Jon Kerry, candidate of the Democratic Party in the 2004 presidential election. We have found 12 euphemisms, which are used for different functions and refer to different topics. The analysis has shown that the speaker uses mostly the following functions:

- social and regulatory function;
- euphemistic proper;
- contact fixing function;
- expressional and emotive function;
- intentional function.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used purpose for using the euphemism is expressional and emotive function. We can also see that intentional and contact fixing functions play the important role in this speech. The results of analysis of functions are presented in picture 1.



«Picture 1»

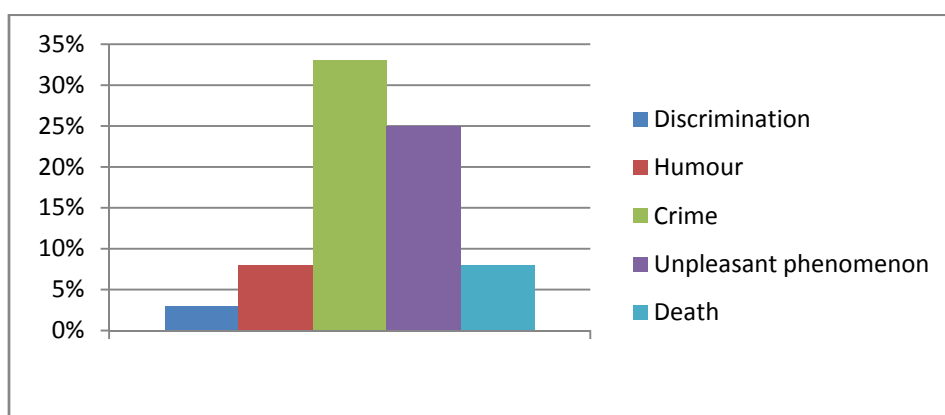
The functions of euphemism in the "2004 Democratic National Convention Keynote Address" speech of B. Obama

Thus, we can use this material for better understanding of the translation of euphemisms. This speech is inspiring, the aim of the speaker is to make people follow the opinion, to persuade them to elect the particular candidate. That's why we find so many expressive, emotional metaphors, idioms in this speech, where the sharp angles are hidden with proficient usage of euphemisms.

According to the thematic choice for euphemistic replacement we have found the following topics:

- discrimination;
- humour;
- crime;
- unpleasant phenomenon;
- death.

According to these data the speaker uses euphemisms mostly to shade the words about crime, discrimination and unpleasant phenomena. We can observe the result in picture 2.



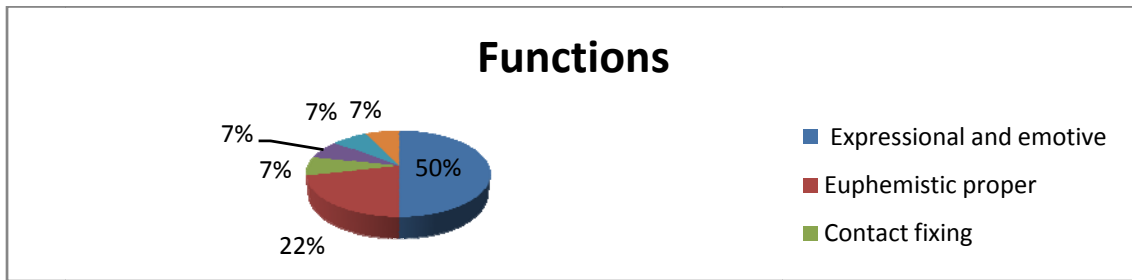
«Picture 2»

The topics of euphemism in the “2004 Democratic National Convention Keynote Address” speech of B. Obama

Another speech with the title “Senate Floor Speech on the Iraq War After 4 Years” has been performed on the 21<sup>st</sup> of May in 2007 for the Senate. The speech is devoted to the Iraq War after 4 years. The analysis of the speech has shown the usage of 15 euphemisms, which are used for different functions and refer to different topics. As this speech is devoted to the war in Iraq the essential part of euphemism concerns the topic of war and death. Let us observe the quantity of replacements. The analysis has shown that the speaker uses the following functions:

- social and regulatory function;
- euphemistic proper;
- contact fixing function;
- expressional and emotive function;
- intentional function;
- esthetic function.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used purpose for using the euphemism in this speech is expressional and emotive function. We can also see that euphemistic proper play the important role in this speech because the topic of war needs to be soften and veiled to sound politically correct. The results of analysis of functions are presented in the picture 3.



«Picture 4»

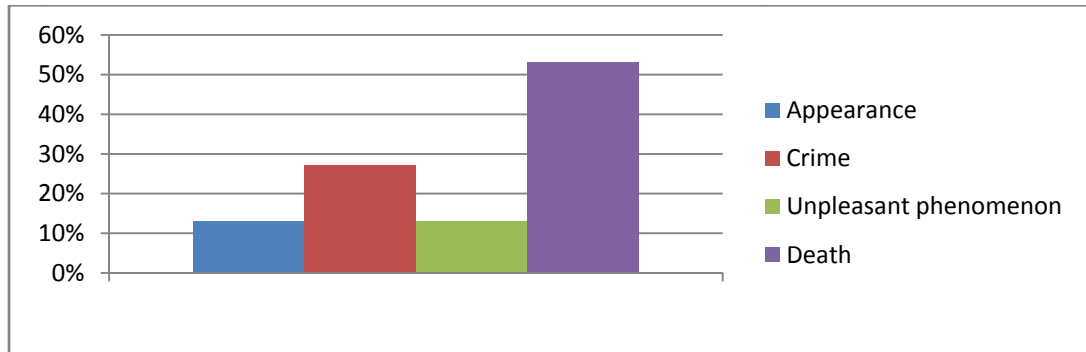
The functions of euphemism in the “Senate Floor Speech on the Iraq War After 4 Years” speech of B. Obama

Thus, we can use this material for better understanding of the translation of euphemisms. This speech is devoted to the saddest and the most delicate issues of any discourse – the war and death, and the fact that people die. The speaker tries to avoid the description of the war reality and soften the meaning of facts. On the other hand, the speaker uses the expressive, emotional metaphors, idioms in his speech, where the sharp angles are hidden with proficient usage of euphemisms.

Despite of the topic of death there are other topics used in this speech:

- appearance;
- crime;
- unpleasant phenomenon;
- death.

According to these data the speaker uses euphemisms mostly to shade the words about crime, death and unpleasant phenomena. As it has been mentioned the topic of the death is presented in the speech very often. We can observe the result in picture 4.



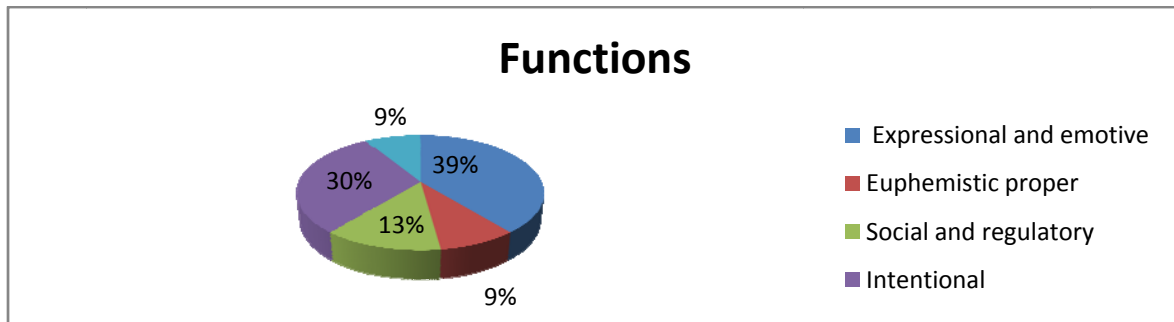
«Picture 4»

The topics of euphemism in the “Senate Floor Speech on the Iraq War After 4 Years” speech of B. Obama

Another speech taken for the analysis has been performed by B. Obama on 28 August 2008, at Mile High Stadium, in Denver, Colorado. The title of the speech is “Democratic National Convention Presidential Nomination Acceptance”. It is devoted to the fact that B. Obama has become the first African-American president. The analysis of the speech has revealed 19 patterns of usage the euphemisms, which are used for different functions and refer to different topics. The analysis has shown that the speaker uses mostly the following functions:

- social and regulatory function;
- euphemistic proper;
- expressional and emotive function;
- intentional function;
- esthetic function.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used purpose for using the euphemism is expressional and emotive function. We can also see that intentional and contact fixing functions play the important role in this speech. The results of analysis of functions are presented in the picture 5.



«Picture 5»

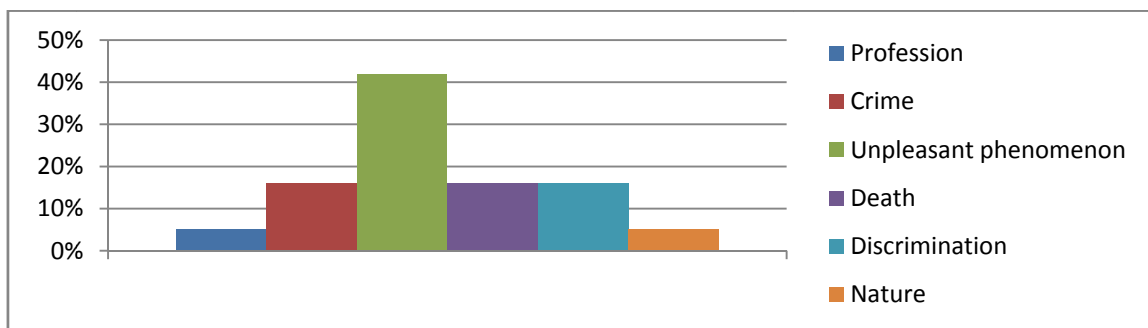
The functions of euphemism in the “Democratic National Convention Presidential Nomination Acceptance” speech of B. Obama

Thus, this speech is the response of the politician to the fact of Presidential Nomination Acceptance. There is an analysis of activities in the political life of the USA presented by B. Obama. he concerns different aspect, most of all may sound abrupt and incorrect for the political discourse. That’s why we find so big amount of euphemisms which refer to the expressional and emotive function. Sometimes the speaker has to suppress the real fact, to soften the meaning and veil the context, which is the intentional function of euphemisms which occur not so often than the previous function discussed. We have also found social regulatory, esthetic and euphemistic proper functions.

According to the thematic choice for euphemistic replacement we have found the following topics:

- profession;
- discrimination;
- nature;
- crime;
- unpleasant phenomenon;
- death.

According to these data the speaker uses euphemisms mostly to shade the words about unpleasant phenomena, crime, discrimination and death. The speaker also mention the topic of natural pollution and professional success. We can observe the result in picture 6.



«Picture 6»

The topics of euphemism in the “Democratic National Convention Presidential Nomination Acceptance” speech of B. Obama

Thus, we have observed the speeches of B. Obama, given on different purposes about different events. The political situation has been instable and difficult, that is why the speaker uses

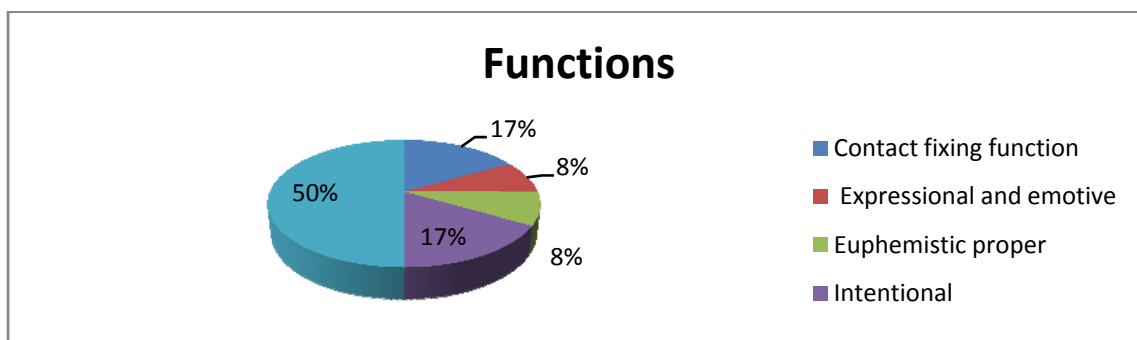
lots of euphemisms to soften the sharp angles of the speech. The topics of death, war, crimes and other unpleasant phenomena are the most frequently used in the speeches, the speaker uses metaphor, shortenings, metonymy to express the sense of the political situation in the most touching and favorable way in order to influence the audience to change their lives, to follow the leader, who understands the real conditions of political situation in the country.

Tony Blair has been the Prime Minister of the UK and has performed a great number of speeches. For the analysis of euphemisms used in political discourse we have chosen the most popular and incentive speeches of T. Blair, such as:” Speech to the "Islam and Muslims in the World Today" presented on conference in London in 2007, “General election victory speech” performed in 2005 and “Resignation speech” presented in 2007.

The first speech” Islam and Muslims in the World Today” *has been* devoted to the support of Muslim religion as a response to the repeated terrorist actions of the extremists’ groups. The analysis of the speech has revealed only 11 patterns of the euphemistic transformations, which are used for different functions and refer to different topics. The analysis has shown that the speaker uses mostly the following functions:

- contact fixing function;
- euphemistic proper;
- expressional and emotive function;
- intentional function;
- esthetic function.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used aim for the euphemistic transformation is esthetic function. We can also see that intentional and contact fixing functions play the important role in this speech. The results of analysis of functions are presented in the picture 7.



«Picture 7»

The functions of euphemism in the speech “Islam and Muslims in the World Today” by T. Blair

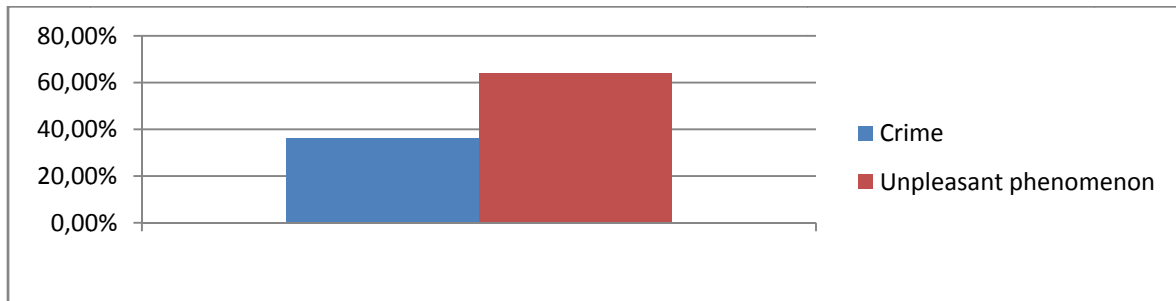
Thus, this speech is the response of the politician to the repeated terrorist actions of extremists and to the fact that the media highlights these events so thoroughly, which characterizes the Muslim religion from the worst side. Therefore, the analysis of this speech has shown the speech patterns where the transformations are necessary. The speaker mostly uses the epithets, metaphors and similes to make the speech sound more elegant. That’s why we can see that the esthetic function is dominant in this speech. Moreover, the speakers makes attempts to attract attention of the audience and the contact fixing function is implemented successfully as well. T. Blair concerns different aspects of religion, most of all may sound abrupt and incorrect for the political discourse. That’s why we find so big amount of euphemisms which refer to the expressional and emotive function. Sometimes the speaker has to suppress the real fact, to soften the meaning and veil the context, that is the intentional function of euphemisms which occur not so often than the previous functions discussed. We have also found the intentional function which helps to convince the addressee, to impose him another point of view, to suppress the undesirable facts and show them in the most favorable way.



According to the thematic choice for euphemistic replacement we have found the following topics:

- crime and death;
- unpleasant phenomenon;

According to these data the speaker uses euphemisms mostly to soften the words about unpleasant phenomena, crime and death. We can observe the result in picture 8.



«Picture 8»

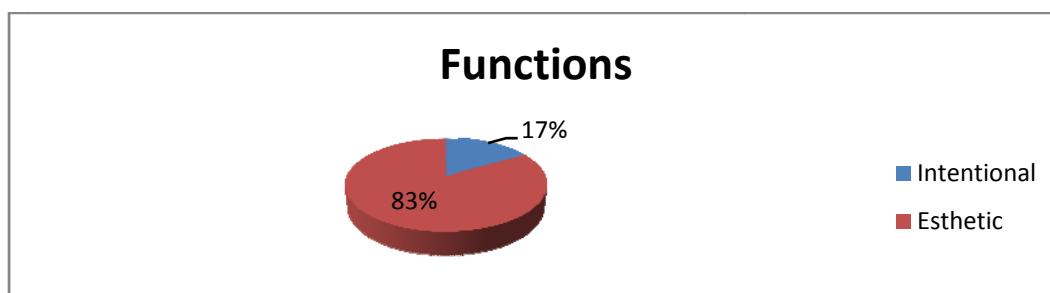
The topics of euphemism in the “Democratic National Convention Presidential Nomination Acceptance” speech of B. Obama

Another speech taken for the analysis has been performed in 2005 in London. The speech with the title “General election victory speech” highlights the general ideas for development of the country.

The analysis of the speech shows only 5 patterns of the euphemistic transformations, which are used for different functions and refer to different topics. The analysis has revealed that the speaker uses mostly the following functions:

- intentional function;
- esthetic function.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used aim for the euphemistic transformation is esthetic function. We can also see that intentional function plays the important role in this speech. The results of analysis of functions are presented in the picture 9.



«Picture 9»

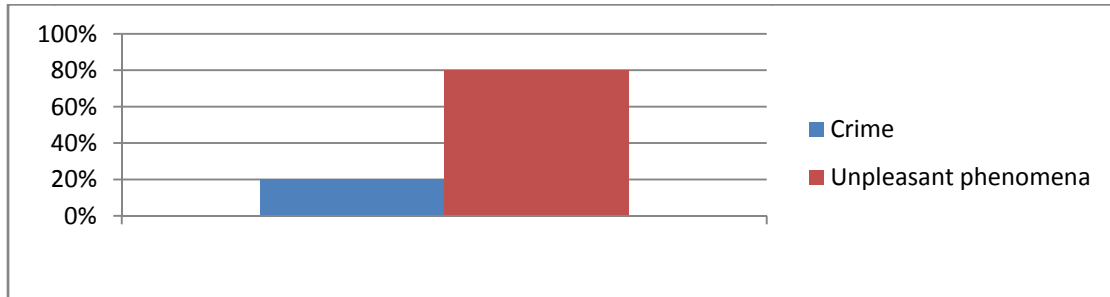
The functions of euphemism in the speech “General election victory speech” by T. Blair

Thus, this speech is devoted to the characteristics of political situation in the country in general. The speaker describes the events in different spheres of social and economic life of citizens. Therefore, the analysis of this speech has shown the speech patterns where the transformations are necessary. The speaker mostly uses the epithets, metaphors and similes to make the speech sound more elegant. That’s why we can see that the esthetic function is dominant in this speech. Moreover, the speaker suppresses the undesirable facts and shows them in the most favorable way. Thus, the intentional function is implemented successfully as well.

According to the thematic choice for euphemistic replacement we have found the following topics:

- crime;
- unpleasant phenomenon.

According to these data the speaker uses euphemisms mostly to soften the words about unpleasant phenomena and crimes. We can observe the result in picture 10.



«Picture 10»

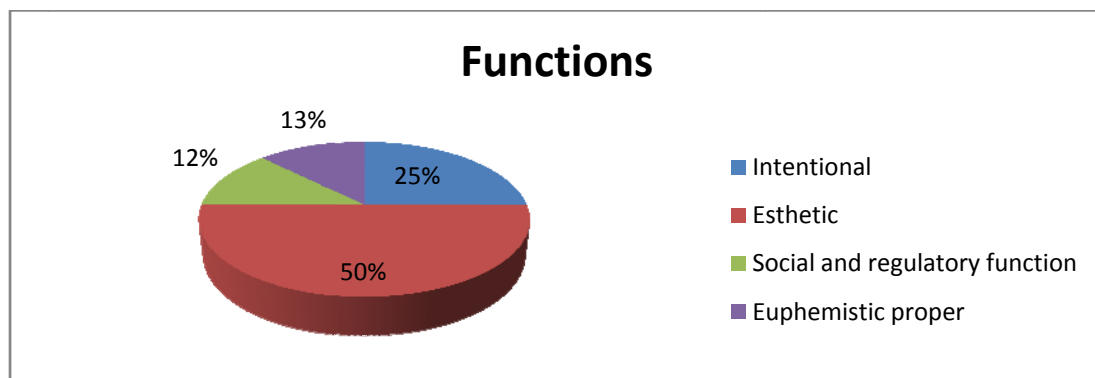
The topics of euphemism in the speech “General election victory” of T. Blair

Another speech taken for the analysis has been performed in 2007 for the Senate. The speech with the title “Resignation speech” is devoted to the decision of T. Blair to retire. He describes his vision of present political situation in the country.

The analysis of the speech of T. Blair with the title “Resignation speech” has revealed only 9 patterns of the euphemistic transformations, which are used for different functions and refer to different topics. The analysis has shown that the speaker uses mostly the following functions:

- intentional function;
- esthetic function;
- social and regulatory function;
- euphemistic proper.

Some euphemistic replacements include various functions at the same time. Thus, the most frequently used aim for the euphemistic transformation is esthetic function. We can also see that intentional function plays the important role in this speech. Social and regulatory and euphemistic proper functions are used as well. The results of analysis of functions are presented in picture 11.



«Picture 11»

The functions of euphemism in the speech “Resignation speech” by T. Blair

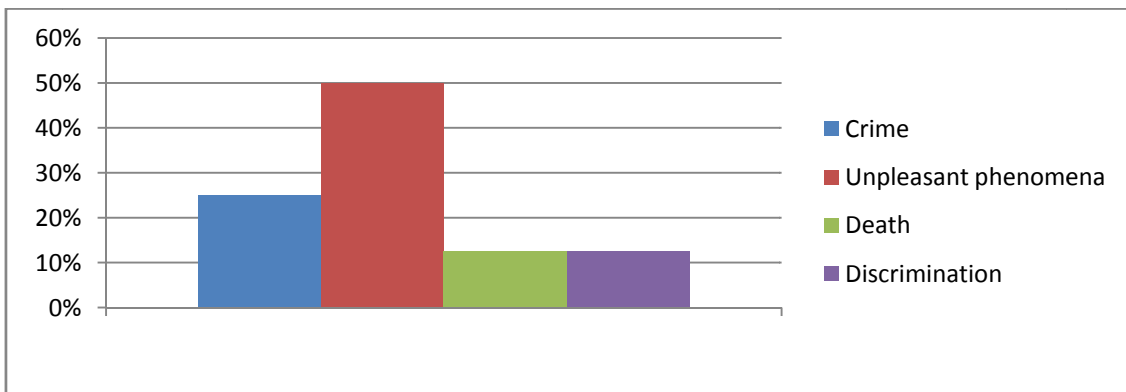
Thus, this speech is the valedictory of the politician who has gone to the retirement. So, the speech is devoted to the characteristics of political situation in the country in general. T. Blair describes the results in different spheres of social and economic life which have been achieved during his work. Therefore, the analysis of this speech has shown the speech patterns where the transformations are necessary. The speaker mostly uses the epithets, metaphors and similes to make the speech sound more elegant. That’s why we can see that the esthetic function is dominant in this

speech. Moreover, the speaker suppresses the undesirable facts and shows them in the most favorable way. Thus, the intentional function is implemented successfully as well. Social regulatory function is presented by the attempts of the speaker omit the undesirable notions and replace them with more decent ones. The euphemistic proper function has been used when the speaker avoids the unpleasant phenomena like death and homosexuality.

According to the thematic choice for euphemistic replacement we have found the following topics:

- crime;
- death;
- unpleasant phenomenon;
- discrimination.

According to these data the speaker uses euphemisms mostly to soften the words about unpleasant phenomena and crimes. We can observe the result in picture 12.

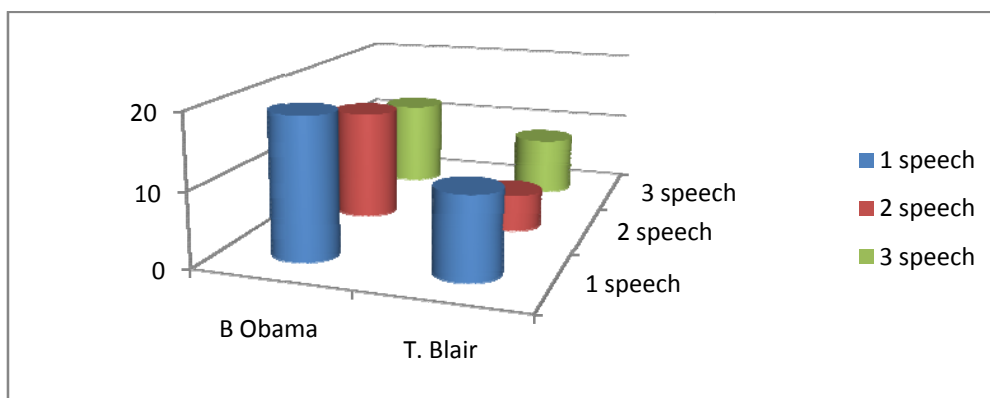


Picture 12

The topics of euphemism in the speech "Resignation speech" of T. Blair

Thus, we have studied the usage of euphemistic transformation in three speeches of T. Blair. The analysis has shown that T. Blair uses the euphemisms for the esthetic purpose to soften the facts of reality without changing them. The topics of euphemistic transformation concern the crime, death, discrimination, nature and unpleasant phenomenon like the controversial work of mass media and personal failures.

Thus, we have observed three speeches of B. Obama and three speeches of T. Blair. The euphemistic transformations have been used in each of them. However, we see that the amount of euphemistic replacements in the speeches of B. Obama is bigger that in speeches of T. Blair. We have found 12 transformations in the first speech, 15 – in the second, 19 – in the third speech of B. Obama. We have investigated 11 transformations in the first speech, 5 – in the second and 8 – in the third speech of T. Blair. See the picture 13.



Picture 13

The euphemistic transformation in the speeches of B. Obama and T. Blair

The results have presented the fact that the speech of American politician is more colorful and expressive than the speech of British politician T. Blair. On the other hand, the usage of such wide range of euphemistic transformation signifies the desire to hide the true facts, to veil reality, to make disastrous things sound acceptable.

According to the functions used in each speech of politicians we have the following results. See Table 1 and Table 2.

«Table 1»

The functions of euphemistic transformations in the speeches of B. Obama

Function	First speech (%)	Second speech (%)	Third speech (%)
social and regulatory	7	7	13
euphemistic proper	7	22	9
contact fixing	22	7	0
expressional and emotive function	43	50	39
intentional function	21	7	30
esthetic	0	7	9

«Table 2»

The functions of euphemistic transformations in the speeches of T. Blair

Function	First speech (%)	Second speech (%)	Third speech (%)
social and regulatory	0	0	12
euphemistic proper	8	0	13
contact fixing	17	0	0
expressional and emotive function	8	0	0
intentional function	17	17	25
esthetic	50	83	50

The results of comparative analysis show us that the functions of euphemistic transformation of American and British politicians are different. Therefore the aims of political correctness are different as well. B. Obama attracts the attention of the audience by the force of emotions and feelings. So, we can see in the table 2 that expressive and emotive function in the speeches of B. Obama is dominant. On the contrary this function in the speeches of T. Blair is not so important. Moreover, we can see in the table 3 that the degree of frequency of this function is almost the lowest. However, the esthetic function in the speeches of T. Blair plays the most essential role. As we can see in the table the degree of frequency of this function is the highest. In comparison with T. Blair's ones, the speeches of B. Obama don't rely on the esthetic function, they are almost of the lowest use. Thus, these results can help us to understand the difficulties of political discourse more easily as we with the help of our research can see the differences in styles and aims of speech euphemistic transformations.

According to the topics of euphemistic transformations we have the following results. See Table 3 and Table 4.

«Table 3»

The topics of euphemistic transformation in the speeches of B. Obama

Topic	Speech 1 (%)	Speech 2 (%)	Speech 3 (%)
Discrimination	3	0	16
Profession	0	0	5
Nature	0	0	5
Appearance	0	13	0
Humour	8	0	0

Crime	33	27	16
Unpleasant phenomenon	25	13	42
Death	8	53	16

«Table 4»

The topics of euphemistic transformation in the speeches of T. Blair

Topic	Speech 1 (%)	Speech 2 (%)	Speech 3 (%)
Discrimination	0	0	12,5
Profession	0	0	0
Nature	0	0	0
Appearance	0	0	0
Humour	0	0	0
Crime	36	20	25
Unpleasant phenomenon	64	80	50
Death	0	0	12,5

The results of analysis made on the topics of euphemistic transformation show us that the topics of unpleasant phenomena, crimes and deaths occur in the political discourse of both politicians. However, the topic of discrimination is observed by B. Obama more often. He also uses humorous transformations and gives remarks about professions, nature and appearance of citizens. In comparison with this statistics, the data of our research reveal that discrimination is also observed in British political discourse. However, we haven't found the euphemistic transformation for the topics of nature, appearance and humorous remarks.

To sum up, these results can't be considered as reliable as we explored only three speeches of each politician. However, our research helps to understand the purposes of politicians more clearly. As a result, it improve the ability of interpreter to understand the hidden context and overcome the difficulties of translation of the euphemistic transformation in political discourse.

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