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## **EUPHEMISMS AS A MEANS OF MANIPULATION IN POLITICAL DISCOURSE**

Political discourse is an important factor in social and cultural life. Political communication plays a decisive role in the process of shaping public opinion and is a powerful means of speaking influence on the listener. New words are important components in the political discourse, because of the need to nominate new realities and the need to use vial units for the nomination of problem phenomena. That's why there always are notions in political language, which are euphemised. Euphemisation is a process of the substitution of a mild, undirect or vague expression for one thought to be offensive, harsh or blunt.

Euphemisms have a significant manipulative potential, caused by such factors:

- euphemisms conceal the true nature of the phenomenon through the creation of a neutral or positive connotation (the hidden method of transmission of the information);
- the recipient usually does not have time to distinguish euphemisms from the context and comprehend them;
- a small part of the recipients is aware of the phenomenon of euphemism (philologists, journalists); without knowing the essence of the phenomenon itself, it is impossible to understand whereby this phenomenon can manipulate people.

Euphemisms as a means of manipulation are often used precisely in political discourse because of the constant desire of politicians to influence the mass consciousness. A kind of "political diglossia" appeared in modern English, and thus there are two different languages - the language of official propaganda and ordinary language [5]. Through its orientation towards achieving a certain pragmatic effect, modern political communication is impossible without the use of euphemisms of an argotheistic character and the so-called "doublespeak" (and broadcast), which have become widespread due to the means of mass media. For example: *special action (the rounding up and murdering of the Jews)*, *to steer it (to dishonestly affect the placement of business)*, *stool pigeon (a police informer)*, *surgical strike (a bombing raid)*, *stoppage (a strike by employees)* [3].

The use of ideological euphemisms in the field of politics is aimed at achieving the approval of a certain organization of the society through propaganda and planting views that are beneficial to the ruling political regimes [4]. In this aspect, they are very close to diplomatic euphemisms.

Euphemisms replace words and expressions that are undesirable for interlocutors in a particular situation and could cause negative reaction. Euphemisms have a neutral connotation and correspond to the main goal of the process of euphemisation - to avoid conflicts in communication and to hide negative facts. The administration of the United States President is successful in using the phenomenon of euphemisation of the language. For example: *"outliers (states like North Korea and Iran); man-made disasters, countering violent extremism (terrorism); former clients of Obama Justice Department of lawyers (detainees in Guantanamo); issue (a great problem)*.

Political euphemisms can be divided into military-political, diplomatic and ideological [2]. The main factors causing the phenomenon of political euphemism are: 1) a high level of social culture and public behavior; 2) the ideology and mentality of society; 3) commercial interest in a person as a potential client [1].

Ideology, propaganda, manipulation of consciousness, informational and psychological effects are integral elements of communication. Policies and the media

use euphemisms in order to achieve and realize their own goals for the demonstration facts and events in those tones that are in line with their subsequent strategies and interests. The use of euphemisms is often explained by the desire to be politically correct, since the ideology of political correctness is the main feature of English-language political discourse. However, not all people can recognize in euphemisms the ability to manipulate the mind of the recipient. Usually this fact is successfully concealed.

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