

EUPHEMISM AS THE POLITICAL MECHANISM OF MANIPULATING IN THE GERMAN LANGUAGE

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Political communication in modern linguistics serves as the speech activity that is based on the promotion of certain ideas, the emotional impact on the citizens and the encouraging them to make a certain political action and also it has the aim to find the public consensus and to make a decision in the multiplicity of points of view in society.

One of the most effective ways to create a politically correct vocabulary is the use of euphemisms. Euphemism serves as the mechanism in the political communication and as the good instrument for politicians to make the people sure in the rightness of their idea. This aspect determines **the newness** of the article because nowadays it is important to now these mechanisms in order not to be manipulated.

The aim of the article is to disclose the functional peculiarities of euphemisms in the German language.

The subject of the article is the functional possibilities of the political euphemisms.

The object of the article is euphemism as the part of the political communication.

The problem of the political euphemisms has been studied by such scientists: Y.I. Shegal, S. Vidlak, A. Katseva, K. Burr ridge, Ch. Kany and others.

According to the work by I.R Halperin, political euphemism - is «an understatement meaning of the words with the purpose of misleading public opinion and to express unpleasant things in light colours» [1].

The scientists have pointed seven main reasons of using of the political euphemisms [2, p. 239]:

- The need to conceal the gaps in the social sphere, to avoid conflict;
- The use of euphemisms as a means of saving face in the subject policy. Such measures are necessary in an effort to hide any unpleasant situation, embarrassments, etc.;
- The desire to veil actions that violate human rights and also all sorts of immoral acts in order to avoid public censure;
- The desire to avoid offending the person of lower social status or any other race;
- Denial of responsibility as a result of redistribution of guilt;
- The need to respect the diplomatic etiquette;
- One way to win the support of political forces.

There is a certain regularity whent the politicians carrying out various unpopular measures, tend to use words and phrases borrowed exclusively from a foreign language: the liberalization of prices (rather than inflation). This is one of the most effective ways

of manipulating of consciousness of the recipient in such a case any negative phenomenon is masked.

The scientists have pointed that the nature euphemisms includes a certain kind of slogans or political affectives.

According to the work by Y.I. Sheigal all the existing euphemistic conversion terms are generalized into three types:

Deployment: the word into phrase.

Collapsing: the phrase into word.

Equivalent replacement: the number of constituents are not changed.

So, euphemism according to the work by E. Laynfelner is a «partially false word» ("partielle Lügen), because it is often created and used with the aim to hide the negative aspects of certain socially significant phenomenon [5; p. 42].

Investigation. The analysis of the functions of these ideologically caused «false nominations» has shown that their main function in political communication is expressed widely by the represented ideographic field "hide, conceal, disguise, veil, obscure» (verbergen, verdecken, verhüllen, verheimlichen, verdrängen, verschweigen, verschleiern, vertuschen, verstecken, vermeiden), and at the same time its language implementation has its own specifics.

As language disguise serve various means: generalization of the content and of the words, uncertainty, vagueness of values, for example: (Gerät, System instead of the Waffen), multiple meanings of words and the intensive use of specialized vocabulary, terminology, (unterrepräsententen Geschlechts instead erniedrigend), words of foreign origin with diffuse semantics (Aktion, Intervention), the use of abbreviations, often obscuring the true meaning of the word (ABC-Waffen, GAU). So, a euphemism «Intervention» sounds much more harmless than «militärische Einmischung», and «ABC-Waffen» causes not so much fear as «atomare, biologische und chemische Waffen». In this regard, euphemisms, as an element of illusion and means of linguistic embellishment lead to the effect of "partially false view of the world, the limitations of perception and thinking noise» [3; p 836].

Lexical and semantic analysis of political euphemisms has shown that from a linguistic point of view for their creation may be used as well as normal, existing common words, as specially produced tumors that may eventually be adopted by the linguistic community, and to enter into the lexical-semantic system of language.

During analysis of such documents as the Lisbon Treaty, the Treaty of the establishing of the European Union and the Treaty of the establishing of the European Community, we have pointed abstracted and postivising euphemisms.

As we have noticed abstracts euphemisms (11 examples), consist of the systematic replacement of the names of the phenomena having a negative evaluation into more general, semantically vague, abstract concepts excluding from the semantic structure the negative component (Gerät, System instead Waffe, Gerät, System instead Waffe, Liquidation instead Zerstörung, Korruption instead kriminelle Bestechung, Diskriminierung instead Beschränkung, Rückvergütung instead Ersatz etc.). The newly created based on the metonymic changes «abstracts euphemisms» often represent the

broad generic terms that are correlated by less significant harmless, features or minor aspects of referents, veiling its true nature.

Another group of lexical euphemisms include «positivising euphemisms» (9 examples), that are created as new words with the purpose of «false embellishments» During their creation them the negative sides of denotatum disappear and the possible negative associations of recipient are replaced by positive ones and the described the phenomenon thus appears in a pleasant, positive light: Umstrukturierung, Sanierung instead Änderung, Verstärkte Zusammenarbeit instead Erweiterung, Harmonisierung instead Beseitigung von Unterschiedenheiten, Preisregelung instead Verletzungsanalyse, Sonderregelung für Ausländer instead Einschränkungen and others. These euphemisms are specially formed or borrowed new words, which, unlike the "abstractive euphemisms", are metaphorical and they are created as a result of analogies that hide gravity and danger of certain socio-political phenomena. Thus, the use of «positivising euphemisms» leads to full or partial replacement of negative associations into positive ones. For example, a positive nomination «Ewigkeitsgarantie» that consists of German word «Ewigkeit» and the French word «Garantie», is associated with permanent employment that brings profit. But at the same time it masks and even remote hints at the possibility of short-lived action. All identified examples we can see in the table.

<i>The name of euphemism</i>	<i>Examples</i>	<i>Quantity</i>
<i>Abstractive euphemisms</i>	<i>Gerät, System instead Waffe, Liquidation vmesto Zerstörung, Korruption instead kriminelle Bestechung, Diskriminierung instead Beschränkung, Rückvergütung vmesto Ersatz, unterrepräsentierten Geschlechts vmesto homosexuell, Rationalisierung instead falsche Erklärung, Kriminalprävention instead Mahnung, Denominierung instead Abnahme der Geldmenge, Standartisierung instead erforderliche Normen, Kollisionsnormen instead widersprüchliche Regeln,</i>	11
<i>Positivising euphemisms</i>	<i>Umstrukturierung, Sanierung instead Änderung, Verstärkte Zusammenarbeit vmesto Erweiterung, Harmonisierung instead Beseitigung von Unterschiedenheiten, Preisregelung</i>	9

	<i>vmesto Verletzungsanalyse, Sonderregelung für Ausländer vmesto Einschränkungen, Ewigkeitsgarantie vmestolange dienen, Sonderbericht instead wichtiger Bericht</i>	
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Due to the use of a great quantity of euphemisms the semantic indifference has been increasing. For such a purpose certain semantic elements are used, for example:

Syntactical ellipsis: «Die in Unterabsatz 1 genannten Zölle dürfen nicht höher sein als diejenigen, die für die Einfuhr von Waren aus dem Mitgliedstaat gelten» [4; p. 133];

Semantic ellipsis: « der Grundsatz der Gleichbehandlung der Beibehaltung oder der Einführung spezifischer Vergünstigungen zur Erleichterung der Berufstätigkeit des unterrepräsentierten Geschlechts oder zur Verhinderung oder zum Ausgleich von Benachteiligungen in der berufliche Laufbahn nicht entgegensteht» (unterrepräsentierten Geschlechts - ignoring the Seme "humiliated» [4; p. 373];

In the last example the word combination «unterrepräsentierten Geschlechts» is used but the seme «humiliated» is ignored.

Generalization: «Gemeinsame Aktionen betreffen spezifische Situationen, in denen die operative Aktion der Union für notwendig erachtet wird» (Aktion instead Angriff) [6; p. 16].

It must be emphasized that not only the objective reality, but also the life of society (its adopted rules, existing and emerging forms of human relations) affect the appearance of the lexical composition of the language vague nominations. One of the consequences of the struggle for equal rights for women in the field of professional activity has been the so-called depersonalization:

«Bei allen Tätigkeiten wirkt die Union darauf hin, Ungleichheiten zu beseitigen und die Gleichstellung von Männern und Frauen zu fördern» [4; p. 55]».

It should be pointed that these euphemistic forms are widely used in the texts of the official documents of the EU that are written in the German language. As may be seen from the above examples euphemisms may cause undesired social effect such as false view of the world, a distorted perception and thinking and leads to a false interpretation of reality.

Conclusion. We have pointed the great role of euphemisms in the German language. The main purpose of euphemisms is to hide the truth or some unpleasant facts for society. Germany is the leading country in the EU and most of the texts of the documents are written in the German language that is why such phenomenon like euphemisms are widely spread in the German language.

Literature

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Резюме

У статті розглянуто питання ролі політичних евфемізмів у німецькій мові. На прикладі офіційної документації Європейського Союзу, автором наведено приклади вживання евфемізмів, а також особливостей їх функціонування. Автором наголошено на тому, що головною метою вживання евфемізмів в німецькій, як і в будь-якій іншій мові, є нейтралізація неприємних, непопулярних у суспільстві аспектів. У ході такої нейтралізації, на думку автора, значення деяких виразів може мати спотворений характер, що може призвести до появи помилкових поглядів у суспільстві щодо певного питання.

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АКТУАЛІЗАЦІЯ АДРЕСАТНОСТІ У ТЕКСТІ ПОЛІТІНТЕРВ'Ю

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Активізація сучасних лінгвістичних досліджень у ручищі антропоцентричного підходу, що спирається на онтологічну первинність активного суб'єкта пізнавальної діяльності стосовно царини його існування, уможливорює вивчення текстів медіаполітичного дискурсу, які є домінантним інформативним джерелом суспільної та політичної діяльності. Наразі ЗМІ, трансформуючи інфопотоки, зайняли панівне місце у структуруванні суспільно-політичних процесів. У зв'язку з цим, дослідження тексту політінтерв'ю періоду