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**EUPHEMISMS FOR “DEATH” IN UK, US AND RUSSIAN ONLINE MASS MEDIA**  
Bachelor’s thesis

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## PREFACE

Today, in our rapidly developing world, there are many events taking place each day, among which there is a variety of disasters, and a human being as a social creature wants to be aware of everything. Media helps to keep abreast of the events happening in our society. Media is one of the main sources of information that shapes our thoughts and attitudes to what is happening around us. Using different forms of words and phrases, media can hide, soften or even harshen the information. Media may control the emotional level by using various registers and stylistic devices, such as euphemisms, metaphors, hyperboles, etc.

The main aims of the present Bachelor's thesis is to define the concept of euphemisms, their kinds and forms; to analyze the usage of death euphemisms in articles found in UK, US, and Russian media on different topics, such as world news and politics, environment and natural disasters, science and medicine, and obituaries; to study the similarity and differences of death euphemisms in Russian and English languages.

The paper consists of an introduction, two main chapters and a conclusion. The introduction gives an overview of the concept of media and the main issues of the usage of euphemisms in media. The first chapter, which is the theoretical part of the paper, discusses the definition and the concept of euphemism in detail in English and Russian. The second chapter presents the findings of a comparative analysis of death euphemisms in English and Russian found in newspaper articles. The conclusion sums up the results of the research and comments on the hypothesis, which postulates that Russian and English media tend to express "death" by using neutral (basic) words and phrases, such as *dead* or *умер*, rather than euphemisms, such as *pass away*, or *ушел в мир иной*.

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## INTRODUCTION

One of the main tools of human expression and communication is language. One of the expressive features of language is lexis, which falls into different vocabulary layers and registers that may cover both displeasing and pleasant topics. There are a number of ways to talk about unpleasant or sensitive topics in English (e.g. appearance, death, income, religion, etc.). For example, more neutral synonyms can be used instead of offensive or distressing vocabulary (e.g. *silly* instead of *stupid*, *plain* instead of *ugly*, etc.), hedging expressions (e.g. *It seems*, *It appears*, *In my opinion*), or euphemisms, which are words or expressions which are used to talk about upsetting or embarrassing topics (*Collins English Dictionary online*, n.d.) (e.g. correctional facility instead of jail, ethnic cleansing instead of genocide, etc.).

Nowadays media, both print and online, may be considered as one of the most common and influential ways of communication and self-expression (Garian 2012). Media discusses real life stories by drawing attention not only to positive content but also to disturbing news, including death. According to the Aitchison (n.d: 6) “Negativity also has a high priority: bad news is more newsworthy than good news”. Language use plays a very considerable role in media, as it can influence the reader significantly. It may be argued that media has a tendency to attract the reader’s attention by provocative and gruesome stories, rather than positive news, as such stories are often shocking and provoke our immediate emotional response (Aitchison n.d). Such stories often deal with death and involve language having to do with death. Media may or may not use hedging expressions to go around such themes and ‘soften’ the impact on the reader.

### **Mass Media and its Impact**

Garian (2012) considers that mass media is used as tool to speak or interact with the masses in various of languages. Print and online media are primary kinds of mass media. According to Surbhi (2017: para 1) print media is “means of mass communication through which information is disseminated in printed form”, whereas electronic devices are needed for online media to spread news to the public. The main sources of online media are television, radio, the Internet, while newspapers, magazines and books are the main examples of printed media (Surbhi 2017: para 5).

Newspapers serve informational, educational, entertaining and promotional functions. Informative function means providing news about various events, problems and happenings around the world and rewriting them in accessible language to the majority of readers (Surbhi

2017). The newspaper is also a great tool of education. It provides constantly updated information on different topics such as science, literature or art and, furthermore, helps to develop knowledge in politics and economic fields. According *Mass Communication Talk* (2012: para 5) “the newspaper fulfils entertaining function through special features, stories of human interest and cartoons”. Finally, the promotional function informs costumers about up-to-date information on different commercial goods.

Magazine is another important and effective source of print media. Although functions of both magazines and newspapers are quite similar, magazine’s primary topics include primarily entertainment, such as music, films, fashion, health, jokes, comics, caricatures and gossips. To sum up, media has an immense impact on the society. Readers receive new information, entertain themselves and can form new opinions by using media sources.

Summarizing the influence of media’s functions, they can be viewed from different angles, both negative and positive. The main difference lies in the reader’s thinking and attitudes towards life. By reading a distressing story, some readers may find depressing or negative elements, however, others may consider this story as a new source of unknown information.

### **Print Media and Online Media: Differences**

Print media, especially newspapers, held a position of most used tool for news circulation among readers until online media appeared on the world stage (Garian 2012). As it was in the previous times, newspapers now typically include topics of all interest, from politics to movie reviews. Additionally, readers can be entertained by crosswords, sudoku and puzzles. Both print and online versions of newspapers fulfill the role in providing information, building opinions and advertising products. According to Garian (2012: 2), the main advantage of printed version of newspaper is accessibility: “printed newspapers can reach every corner of world, where online media fails to reach”. However, the popularity of printed version of newspaper has decreased in current years. The main reason for that is convenience of the Internet and electronic versions of newspapers, which are regularly updated and are available at any time and place. In comparison with print newspapers, online versions of such newspapers usually have more various multimedia content. Every article includes pictures illustrating the main content of an article and videos, which enrich the text with additional information and visual effects. Another beneficial tool of online versions of newspapers are hyperlinks. It is used for accessing other articles or websites to find similar or directly connected information with the article or a word. In addition to hyperlinks, there are links to articles on similar topics

or articles developing one specific story offered by editors. It is the way for advancing reader's understanding of issues on the topic. Online versions are not limited by space; therefore, online newspaper can include more sections dealing with a variety of topics, which different types of readers are interested in. Furthermore, readers can be guaranteed to find articles dating some years ago by using online newspapers, because the archive may include articles for the last 5 years. Moreover, online newspaper is open for direct contact with the editorial board and journalists. As a result, readers can directly ask questions or express their point of view on the topics. Also, online articles can be translated to other languages and can be targeted at different countries and parts of the world.

Based on the above aspects of online newspapers, it seems more relevant to analyze online versions of newspapers in the present thesis, as they have more content, which is not limited by space or time and such newspapers are constantly being updated. It is worth noting that mass media (online newspapers), not social media was selected for analysis. The choice is based on the assumption that social media uses more spoken language to convey information and the emotional level directly depends on the author's personal opinion on the story being described, whereas mass media use more official or journalistic language and maintain neutrality by describing the situation. At the same time, media can influence the reader's perception of a news item. Based on the above assumptions, the study is more interested in analysing the mass media's ways of impact on the readers rather than analysing the ways of self-expression in social media.

### **Newspaper Language**

According to Aitchison (n.d) news stories have their structural rules, which every journalist strictly follows. Aitchison (n.d: 7) claimed that the first recognizable feature of the structure is "the rule of 6 W/H, five W's and one H". A typical opening line of a newspaper article consists of answers to six questions: *who* was involved, *what* happened, *where* did it happen, *how* did it happen, *why* did it happen, *when* did it happen, shortly who-what-how and why-when-where (Aitchison n.d: 7). The second rule is reverse order of events. The article begins with information about the story's outcomes, whereas the earliest actions are added later to exemplify the situation. The events and summary, which are presented at the end of the story, can be considered as the least important information and can be removed due to space constraints. According to Pajunen (2008: 3) the proposed structure is called "inverted pyramid".

Headline is one of the important parts of a news story. The main purpose is grabbing readers' attention, and this is achieved by using large bold capital letters, by summarizing the first paragraph and by using nouns (Aitchison n.d). There are slight differences in language used in broadsheet newspapers and tabloids. Formal vocabulary is used in broadsheet newspapers, whereas informal is more preferred in tabloids. As an example, can be given words which describe relationships in broadsheet newspapers: mother, father, husband; and in tabloid: mum, dad or hubby. Additionally, Aitchison (n.d: 16) said that "the word preceding *death* usually *means* the cause of death". In addition to structural rules, Aitchison (n.d: 10) claimed that there are two ways of describing events: "hygienic and factivity". Stories describing events in a hygienic way are deprived of violent details and even the ugliest images are shown through the lens of humanity, whereas the factivity way includes detailed depiction of accidents. Euphemisms can be considered as a tool for hygienic way of description, since euphemisms act as softener, in addition to this function, euphemisms are considered as a tool of political correctness, when it is necessary to provide information about religion, nationalities or world situation (Grinova 2017). In addition, Grinova (2017) detected that euphemisms have become the method of manipulation in the political sphere by transforming the main function of euphemism, i.e. softening the topic, into concealing the true state of affairs.

Concluding, newspaper articles are written using a certain structure, "inverted pyramid" (Pajunen 2008: 3), through which journalists can attract the attention of the reader. Headlines and opening lines are the main part of the newspaper text, as they tell about the most important facts, while saving the reader's time and informing him/her about the situation that has happened. In addition, the reader's perception of the story can be controlled by the chosen method of transmitting information, namely *hygienic* or *factivity* method and by the usage of linguistic tools, more specifically, euphemisms.

### **Euphemisms: The Concept and its Application**

Frequently, the process of communication can include unpleasant and embarrassing topics and questions, which people usually prefer not to talk about directly. There is a possible condition for continuing the dialogue without mutual disagreements and sense of grievance. The participants of communication should have greater caution in their choice of words, replacing insulting words with more suitable ones. According to the *English Oxford Dictionary* (2005) there is an accessible language tool named *euphemism* which can be used by the speaker to substitute too explicit and offensive expressions with soft and implicit ones. The use of euphemisms allows speakers to touch upon substantive problematic topics, such as sex,

religion, death and appearance without causing anger and irritation or embarrassment and discomfort (Linfoot-Ham 2005).

### **Overview of Previous Research**

The study of Marina Ryabova (2013) “Euphemisms and media framing” explores the methods of euphemism creation based on its functions and role in political media. As a result of the study, the author provides a list of euphemism creation techniques (e.g. borrowing from Latin and Greek; abbreviation; deleting of some letters in a word; etc.); additionally, Ryabova (2013) claims that euphemisms are used in media, precisely in political articles to show dominance of one layer of society over others, as well as euphemisms are used to discuss world problems without going deeper into their causes.

Alireza Hojati (2012) in her work “A Study of Euphemisms in the Context of English-speaking Media” carried out the study of using euphemisms by English-speaking media. In the first part of the work, the author provides detailed information about ways of using euphemisms, whereas in the second part of the paper, the author conducted a study of frequently-used euphemisms on English-speaking television channels. To conclude the survey, the author added the descriptive statistics of frequently-used euphemisms. According to the statistics, English-speaking media use economy-related, disability-related, sex-related, death-related and poverty-related euphemisms, however based on figures military-related euphemisms had the highest usage.

Laura Samoškaitė (2011) conducted a research on the topic “21st century political euphemisms in English newspapers”. The aim of her study was to explore the political euphemisms that are used in the English newspapers of the 21st century and analyze their semantic and structural features. The results of the research reveal that by using pleasant-sounding euphemisms politicians hide a real political situation in the country. The analysis also shows that the main topic for using euphemisms is a political party, additionally to the main topic, the research revealed some functions of euphemism usage: politeness, taboo and covering up. Concerning structural features, Samoškaitė (2011) claimed that compounding is the most common way of forming euphemisms.

Martina Jačková’s (2010) paper is aimed at analyzing the structure of euphemisms. According to the analyzed euphemisms, Martina revealed that majority of them are represented by two-word expressions. Furthermore, the most used combination for the formation of a euphemism is a noun plus an adjective.

The work of Kerry Linfoot-Ham (2005) based on the study of relation between sexual euphemisms and social issues in British literature. There are two main points of the conclusion of the work analysis. The first point is formulated as historical immersion is an essential process for understanding of euphemisms meaning and roots of English, the second refers to euphemism ability to hide people's ideals and beliefs.

The emphasis of Anna Grinova's (2017) paper is made on defining under which circumstances euphemisms are used as a tool of manipulation in everyday communication. The result of her analysis is that the functions of euphemisms depend on the topic in which they are used, accordingly in the sexual cases euphemisms play a role of neutral expression, whereas in situations dealing with death or hard times euphemisms are used as a mild alternative. Furthermore, the author finds that the use of euphemisms as an instrument of manipulation has evolved in political spheres, where information should be shown in the most convenient light.

Euphemisms as a linguistic tool are used in both oral and written communication. The main field of euphemism studies is media, both printed and audio-visual. Most of the examined papers are aimed primarily at studying euphemisms' functions, ways of creating, additionally, their ability to influence people's thoughts and change the focus of information. Despite the fact that multiple studies of euphemisms have been already conducted, the topic of the current paper "Euphemisms for "death" in English, Russian online mass media" remains relevant due to the fact that the majority of previous studies focused mainly on political euphemisms in English media, while the purpose of this thesis is to analyze and make a comparison of the euphemisms expressing death in electronic versions of printed newspaper in English and Russian languages. The result of the analysis will either refute or confirm the proposed hypothesis "Russian and English media tend to express "death" by using neutral (basic) words and phrases such as *dead* or *умер*, rather than euphemisms, such as *pass away*, or *ушел в мир иной*".

## CHAPTER I. EUPHEMISM AS A LEXICAL STYLISTIC DEVICE

### 1.1 Definition of Euphemisms

Language is constantly changing by adapting to the fast-developing environment. The development of the world in the field of trade, technology and traveling contributes not only to emerging of new expressions, but also to the appearance of unacceptable or rude words, as well as taboo topics such as sex, religion or death (Samoškaitė 2011). To maintain a polite conversation, it is no longer enough just to talk about health and weather, as Celeste Headle (2015) remarks in her TED talk on how to have a better conversation. Nowadays people frequently contend with rude, disagreeable, direct or even offensive topics or words for which speakers have to use special means of expressions in order to continue the conversation without embarrassing or insulting the partner. Such topics are usually discussed in a workaround way, by using replacements named euphemisms (Samoškaitė 2011).

The roots of euphemisms originate in Greece: “*Eu* means good, well and *pheme* means speech, as a result of translation the word *euphemism* originally represents good speaking (Chi, Hao 2013: 45). As Samoškaitė (2011) noted in her paper, euphemisms can be considered as a lexicology unit, i.e. synonyms which can be used to replace words of an equivalent meaning.

Rawson (as cited in Linfoot-Ham 2017: 228) noticed that euphemisms are an influential language tool that “are embedded so deeply in our language that few of us, even those who pride themselves on being plainspoken, ever get through a day without using them”. Based on Rawson’s opinion, Linfoot-Ham (2017) added that we need euphemisms for speaking about forbidden topics without insulting, confusing or offending others. In addition to Rawson’s assumptions, Wang (as cited in Grinova 2017: 9) claimed that “euphemism is not only a common strategy in people’s language using, but also a kind of cultural phenomenon”, which has the power to change rough topics into mild ones and an unpleasant conversation into an enjoyable one.

The definitions of euphemisms presented in dictionaries are basically the same. Oxford Advanced Learner’s Dictionary of Current English (2005) defines euphemisms as a word or expressions that refer indirectly to some unsuitable, unpleasant or embarrassing issue in order to make it seem more acceptable. Confirming above definition, the Dictionary of Euphemisms (2008) define the euphemisms as a milder or uncertain term, which is used to replace an unsuitable or impertinent expression. The Longman Dictionary of Contemporary English (2009) views euphemisms from the listener’s point of view, adding to the Holder (2002) definition that euphemisms are a term that is used by the speaker to save a hearer from being

shocked or feeling embarrassed or upset. Summarizing the definitions of *euphemism* in Collins, Cambridge and Oxford online dictionaries, the euphemism is described as a polite word or expression that is used to speak about embarrassing or unpleasant topics.

Whichever of the above definitions of euphemism is considered, a euphemism represents a bypass which is used by communication participants to replace all possible offensive, rude, vulgar, embarrassing or abusive words with softer, more pleasant, calming and conventional expressions, which hide behind themselves the inappropriateness and obscenity of the topic being discussed. Using such a linguistic tool as euphemisms is an acceptable way of revealing the truth without focusing on unpleasant details and the way of speaking about awkward topics not avoiding them.

Based on the above definitions, several basic functions of euphemisms can be formulated. Ebralidze (n.d) noticed that euphemisms were found in Homer, where they played a role of tradition, according to which only the good words were accessible for praying and sacrificing. In fact, in nowadays communication, euphemisms perform a similar function to Homer's times: euphemisms are substitutes for shameful and offensive vocabulary, which helps to soften probable adverse influence of our words on the communication partner (Grinova 2017). Supporting this information, Samoškaitė (2011) noted in her paper that the euphemistic process includes replacement of rapid, corny, straight or candid expression for softer, more civil or even more sincere. Moreover, Allan (1991) claims that a euphemism is a substitution for an inappropriate term, which is used to save the face of a speaker, hearer or the face of some third party. According to these opinions, the first function of euphemisms can be considered substitution. In addition to the first function Samoškaitė (2011: 9) viewed euphemisms as a tool of "localization". Each country has its own cultural characteristics, history, laws and traditions which directly influence on language, as well as there are certain topics that are not accepted in the society. Therefore, knowledge and understanding of euphemisms can allow a person to participate in conversation on equal terms with a native speaker. Besides it, Ryabova (2013) noticed that euphemistic process can be an act of misinforming, which can be defined as an overstating or downplaying of truth and concealment of reality. If politicians use "accident" instead of 'catastrophe' or "effort" for 'war' they can not only affect the listener's perception but also can hide the importance of the problem (Ryabova 2013: 38). It can be significant to mention that Burrige (2012) provides another example of the euphemisms' function, she argues that they can act as an entertainment or word-game during the conversation.

## 1.2 Formation of Euphemisms

Being a lexical unit, euphemisms can be formed according to the basic rules for word-formation. The creating process includes compounding, derivation, shortening, blending, onomatopoeia and acronym.

1. Compounding - the process of creating new words by combining free morphemes (e.g.)
2. Derivation – building a new word by changing its class (e.g.)
3. Onomatopoeia – creating by sounds associated with word (e.g.)
4. Acronym (abbreviation) – by combining initial letters of word (e.g.)
5. Shortening – by removing a part of the word (e.g.)
6. Blending – by combining two parts of two words (e.g.)

In addition to the main ways of word-formation, Warren (1992:133) identified some semantic ways through which meanings of words can be changed without modifying word's form to create a euphemism.

1. “Particularization: when a general term becomes “particularized” in a certain context to create a new sense”
2. “Metaphor: where euphemisms are used in a figurative way based on comparison of common characteristics of other phenomena, e.g. death means “ground”
3. “Metonymy: meaning “general-for-specific”, e.g. grave for “death”
4. “Reversal (irony): using opposites instead of negative meaning, e.g. “go to a better place”
5. “Understatement (litotes): according to *Cambridge Dictionary*, litotes are negative phrases through which the writer stress a positive meaning, e.g. sleep in the sense of “die”
6. “Overstatement (hyperbole): the process of exaggerating characteristics, e.g. fight to glory means “death”

In addition to the methods mentioned above, Allan (1991) suggested one more way of creating euphemisms: cutting, which is carried out by shortening parts of euphemisms to decrease an adverse association. Furthermore Linfoot-Ham (n.d: 231) mentioned “loanwords as another method of euphemisms formation”. Euphemisms can be created by borrowing phrases or words from other languages, especially from Latin and French or by “one-for-one substitution from the existing resources of language” (Sytnyk 2014:89). Besides, Sytnyk (2014) claims, quoting Allan (1991), that euphemisms can be made by using slang instead of general phrases, as well as by using official language in situations which require spoken language or colloquial phrases.

Samoškaite (2011: 9) considers the creation of euphemisms from the historical point of view, dividing them into “middle and Victorian, 20<sup>th</sup> century and modern euphemisms”; and finally, depending on their longevity, euphemisms can be divided into two groups, short-term and persistent. A short-term euphemism is coined only once for use at a certain point in time based on some specific events, while persistent euphemisms are used through the ages. Temporary euphemisms can be found during the war, whereas euphemisms which cover inappropriate topics can be viewed as persistent.

### **1.3 Classification of Euphemisms**

The appearance of euphemisms dates back to the beginning of linguistic history. According to Ryabova (2013) the need for euphemisms appeared during the forming of a mythical thinking of mankind, where people began to speak about netherworld. This topic was declared a taboo topic, because of probability of summoning of demonic force when they are mentioned out loud. Ryabova (2013: 37) provides an example of today’s euphemisms that are used to refer to God or to mention devil. For example, “cripes instead of “Christ”, Jingo instead of ‘Jesus’; Prince of Darkness or Old Gentleman to refer to devil”. In addition to the above-mentioned reasons for using religious euphemisms, Ryabova (2013) stated that euphemisms were also used in order not to enrage or demonstrate irreverence to the gods. According to Samoškaite (2011: 8), euphemisms have been also widely used in literature during the centuries. The main examples of euphemisms are works of Chaucer (“Canterbury Tales”), where the author wrote freely about woman’s body, and Shakespeare (“Henry IV” and “King Lear”), where he used plenty of intimate allusions and his high society created a new language, which key characteristic was prolixity. It might be important to mention that the golden age of euphemisms has been from the beginning of the 17<sup>th</sup> century to nowadays to (Samoškaite 2011). This timeline covers a significant number of hot topics which people try not to mention directly. The 18<sup>th</sup> and 19<sup>th</sup> centuries are considered as a time of expanding of euphemisms based on discovers and life of the middle class. Nowadays euphemisms are an inherent part of our society, they are used in various fields, and according to Samoškaite (2011:14) euphemisms can be divided into some thematic groups, which include profession, health, death, sex, crime and politics.

1. Profession euphemisms in most cases can be used to describe less paid professions, which mostly have to do with physical activity. People usually prefer in conversations to use “meat technologist” instead of butcher, “beautician” meaning hairdresser and “burial organizer” for gravedigger (Ebralidze n.d: 2).

2. Disease euphemisms. Health or in this case diseases are related to topics in which a person does not want to escalate the atmosphere by using the direct sense of words. As an example, Samoškaite (2011:13) provides a substitute for cancer – “long illness”, moreover people can use a “social disease” instead of AIDS or syphilis. Madness can be changed to mentally ill, as well as a person with mental disorders should be mentioned as a little confused. According to Jernigan (2009: para 7) political articles might use “a person with disability” instead of disabled person; “hard of hearing” for deaf and “a person with a visual impairment” or “visually challenged” to refer to blindness.
3. Sex euphemisms. Intimacy might have been the most discussed topic for many centuries. The evidence of euphemisms can be already found in works dated the period of old English literature. The sexual contact itself can be named as “making love”, “sleeping with”, “burying the bone” or “doing it” (Ebralidze n.d: 3), whereas Samoškaite (2011:14) suggests some variation of more acceptable in the social community terms for the sexual act participants: “gay boy” instead of male homosexual; “lost girl” instead of prostitute.
4. Crime euphemisms are necessary to describe the crime scene without pointing to the descriptions of sensitive subjects. Moreover, people can refer to thief by using “gentleman of the road” or to drug dealer by changing it to “candy man” (Samoškaite 2011:14). By using euphemisms, a person can control the level of fear that can be caused by crime or themes related to it, such as violence, blood or death.
5. Political euphemisms. Since the main feature of euphemisms is smoothing of the unpleasant themes, they are very common in the political field, where neutrality plays a significant role. Readers can find in the political articles the usage of euphemisms such as “police action” or “search and clear” for explaining the aggression or carnage (Samoškaite 2011: 14).
6. Death euphemisms. Death is a very sensitive topic for many people, therefore, society tries to use euphemisms to mitigate the consequences of its discussion. Over history, a wide variety of death-related euphemisms have been created: “pass away”, “reach a better place”, “to return to the dust” are among many.

Classification can be viewed not only from the point of view of what topics are covered by euphemisms, but also from the process of their use. Rawson (1981) offers two types of euphemisms based on the level of consciousness of their use. Rawson (as cited in Samoškaite (2011: 13) divides euphemisms into “conscious and unconscious”. Euphemisms which were created many ages ago, and whose meaning or reason of creation stayed unknown, are called

unconscious. According to Arif (2015:153), every euphemism has its own roots. Author claimed that sailors express the idea of death by using the following euphemism “go with the tide”. A historical known fact is that since the first sailing, those who die from struggle, disease or disobedience to the code of the sea were thrown overboard. Another example is offered by Samoškaite (2011: 14), who claims that “indisposition” is used for disease, but the direct meaning is inability to change the situation. Using the unconscious euphemism occurs without knowing the background of its creation. Conscious euphemisms, on the other hand, are used by people in the process of communication with full awareness of their meaning or aims for using, it can be used in case of supporting a person when talking about death (e.g. “in a better place”, “go away”) or of smoothing the discussion of an extremely intimate topic (Samoškaite 2011: 15). The main feature of conscious euphemism is awareness, it means that the secret meaning should be understandable for everyone. Samoškaite (2011: 14) provides an example of a well-known euphemism “to powder your nose” meaning “going to the ladies room”.

#### **1.4 The Use of Euphemisms**

Euphemism is a linguistic device that is used very actively across the world by people of different ages, genders, social statuses and occupation to soften or avoid delicate and embarrassing themes. Chi, Hao (2013: 45) claim that there are three main reasons for euphemism usage. The first reason is “psychological”, speakers use them to cope with unpleasant subjects and emotions. The main themes in which people want to save their face, as well as consider the hearer’s opinion are shame-based (sexuality or anatomy) or fear-based (disease or death). Politicians’ speeches can be taken as an example. They should speak by face-saving to represent their country without losing trust and respect of people. The second reason is “emotional nature”. Topics of war or death in media can be analyzed as an example. By using euphemisms, the editor can make us to interpret the situation in various colors. Finally, there is a “linguistic reason”. The usage of euphemisms allows to save time during the conversation without harming listener’s understanding. To conclude, according to Chi and Hao (2013) euphemisms are ideal communication tools with the function of concealing and veiling depending on the focus either being placed on the speaker or the listener.

Heerema (2018: para 5-10) claims that there are five reasons for using euphemisms. The first one is “protection”. By using euphemisms people can protect both those who are speaking the words and hearing them. Euphemisms are one of the ways to present information in a mild manner, in spite of the sorrow of the incident. The second reason is avoidance of being rude and offensive. The aim here is to prevent suffering and ache of a person by using smooth

phrases. Another purpose of using euphemism is to avoid discomfort. Despite the fact that death is a natural process, some people avoid talking about it by using direct phrases due to inconvenience and discomfort of the theme. While using a euphemism a person can tell about an unpleasant topic so that a person will understand everything, but it will not cause negative feelings. The other reasons for using euphemisms are directly related to our perception of the world and whether the person is ready to accept the painful reality (Heerema 2018). By using ordinary phrases for expressing death a person faces his/her own feelings of pain and loss. Saying to oneself and others that someone *is in a better place* is simpler than saying *someone dead*. Using the direct meaning of words, a person has to immediately deal with a situation that can cause unpleasant consequences, such as depression or illnesses, whereas using the figurative meaning of words a person gives him/herself time to get used to the situation and protect him/herself from pain of loss. Another phenomenon when someone talks about death is denial, when a person is not ready to cope with the situation (Heerema 2018). Saying to such people that their loved one has died can possibly cause mental distress, as well as they may not even believe you. In this case, euphemisms help to convey information to a person without causing mental and emotional pain. A person understands the whole situation, but has time for accepting it, but people can easily take away a chance for it by saying that a person has died. Some people use euphemisms not to soften the phrase, or help others cope with the difficult truth, but to remind themselves and others about their beliefs. By saying *someone went to Heaven*, a person gets a spiritual satisfaction.

In conclusion, according to Heerema (2018), euphemisms are of great benefit when it comes to death. Using them, a person can always convey information to another person without harming his/her mental and spiritual state. Additionally, such expressions help to cope with painful feelings, as they give time for reflection on this and analysis of what happened. In general, euphemism is an excellent tool which turns such a significantly sad and difficult theme as death into a more neutral one that everyone can discuss.

Rawson (as cited in Samoškaite 2011: 12) identifies two main types of euphemisms, they are “positive and negative”. Positive euphemisms are often based on exaggeration in order to embellish the quality of the subject, for example ‘beauticians’ instead for hairdressers. In addition, names of institutions can be positive euphemisms. By changing madhouse into “mental hospital”, college into “university” people try to increase the importance of the place (Samoškaite 2011: 12). Negative euphemisms, according to Rawson (1981), carry out the role of concealment or reduction of the true state of position. Hiding behind euphemisms during the

discussion of touchy topics, a person does not reveal his/her true emotions and may not be understood by the listener.

There are many different opinions on benefits of the usage of euphemisms. One of the consequences of using euphemisms, according to Naronha (2013: para 7), is “destruction of language, by decreasing its actual meaning”. Echoing this view, Peters (2017: para 1) has noted that euphemisms are “the timeless enemy of anyone concerned with clarity”. According to him, euphemisms are immortal, but it would be better to use them in correct situations, where the softening of the word will benefit rather than insult the person or hide the truth. An excellent example of the use of euphemisms in media for hiding the full picture of the situation is represented in an article by Naronha (2013: para 8) “genocide, still speak only of ethnic cleansing”. But this term does not bring to mind the complete conception of happening, a person does not experience the full picture of complete destruction. Some euphemisms can be even annoying, according to Peters (2017: para 3), instead of weaknesses teachers say, “development opportunities”. In contrast to the above written, Siddiqui (2014: para 3) believes that “euphemism is a great need and importance in our writing”. According to him the main purpose of writing is to give pleasure to people. Media should not use abusive or hard phrases that can hurt somebody’s feelings, so euphemisms can be of great use.

Another negative opinion on the usage of euphemism was offered by Lott (2017: para 10), he claimed that “euphemism is the warm water in which we swim”. We can use them to soften or hide the harsh life from our children, but euphemisms always turn out to be a tricky tool instead of a convenient tool. It definitely helps when we would like to talk about someone’s death by using “go to sleep”, but it may lead to disorientation in other times, when we just tell our child go to bed by using “go to sleep” (Lott 2017: para 10). Echoing this view, Heerema (2018: para 11) has noted that “indirect language is often confusing to a child”. He gives an example of the euphemism “lost”. By saying that someone is lost, a child may get confused, and instead of understanding someone’s death, he asks to go looking for him, since he was lost. In addition, the author gives an example with the words "asleep" or "rest". Using those phrases, new fears can be developed, such as falling asleep or going to rest. A child will unconsciously associate these phrases with death. Heerema (2018) argues that experts even advise talking to the child directly about the death of a person, so that she/he does not have wrong associations. For example, it is better to talk about fatal disease as “getting ready to die soon”, rather than “not doing very well”, so if in the future someone tells a child that he does not feel well, as a result the child will get scared and will think about them approaching death (Heerema 2018: para 12). Tsahuridu (2017) in her article raised a question about compatibility

of euphemisms and ethics. Tsahuridu (2017: para 4) claimed that “what we say is a powerful enabler of ethical culture and ethical conduct”. According to her, the usage of euphemisms is no more than harm, because of the neutral meaning of them. Hiding behind them, we can relax ourselves if we are in an unethical situation or face improper behaviour. The article gives an example of the use of euphemism “collateral damage”, which is used to describe civilian deaths and injuries at war (Tsahuridu 2017: para 4). The phrase neutralizes our reaction, deletes the emotional load to the action and removes from our mind the understanding of the real people’s death. In addition to above, Tsahuridu (2017: para 8) writes that “language provides a very powerful frame that influences our perception and action”. To understand this sentence, the article provides an excellent example. If a person stole a pen from work but at the same time thought about it as “borrowing” or simply “taking”, then the person’s attitude to the action directly depends on his thoughts of what happened (Tsahuridu 2017: para 7).

While some euphemisms are used by parents, politicians and print mass media, there is a variety of euphemism that are usually used by medical workers. Heerema (2018) claimed that there are still many workers among medical personnel who are afraid of speaking about death directly. Often, in order to convey unpleasant news in a soft and thoughtful way to a patient or his/her relatives, medical workers can use euphemisms. As a result of using them, they wish to soften the impact of the diagnosis. According to Heerema (2018), this can be suitable and beneficial for some families, but for others, it can keep them from completely understanding the happening and health condition or keep them from making right decisions about the treatment. Additionally, using indirect language it is easier to transfer professional information and medical terminology among the workers and patients. At other times, euphemisms are used when a health-care professional cannot predict the person’s reaction to bad news. Heerema (2018: para 14) wrote that indirect word can be used if there is possibility that “family will become angry or will blame the medical staff for the death”. To illustrate the negative impact of euphemisms in medical sphere, Heerema (2018), offers to analyse two scenarios. The first one is “the doctor states, “I’m sorry to tell you this, but John isn't doing very well. We would like to make sure he's comfortable by giving him this medication. Is that okay with you?” (Heerema 2018: para 18). The second one is “The doctor states, “I’m sorry to tell you this, but John isn't doing very well. In fact, he's showing medical signs that he is likely to die in the next few days. We would like to make sure he's comfortable by giving him this medication. Is that okay with you?” (Heerema 2018: para 18). Using euphemisms without additional information can lead to misunderstanding, a person may have an incorrect opinion about the patient’s state of health. In the first case, the information is perceived as a possibility of recovery, the patient

does not feel well, but the doctors have the medicine that will eventually cure him. In the second scenario, despite the fact that the doctor uses euphemisms, he also specifies that the patient is sick and will die in a couple of days, additionally they have medications to help him decrease the pain during these days. To sum up, using indirect language can be useful if you are talking about future probability of death, whereas using direct language instead of euphemisms to express death or dying should be used when diagnosis is based on the prognosis of the patient, and medical workers are sure of patient's sooner death. Additionally, if it is very important to convey accurate information about what is happening and when speaking with people who do not understand indirect language.

### **1.5 Euphemising Death**

To this day, some people believe that showing other injuries on themselves can lead to a similar trauma. Crossing fingers and knocking on wood are universal techniques of bad luck avoidance, meanwhile Allan (2007) offers to consider euphemizing as an extra way to prevent misfortune. Allan (2007: 204) gives a list of euphemisms that are used by people for possible expression of health state: "being unwell, under the weather, down into the dumps, in bad nick and indisposed". Additionally, in Allan's opinion (2007: 204), a person always tries to hide or not to impose poor health condition by using fuggier statements instead of direct naming, for example "*being sick* instead of vomiting, having *upset stomach* for diarrhoea, and even doctors prefer to replace *pain* by the word *discomfort*". The fear of the obnoxious components of our lives, such as illness or death may give a rise to a desire to use euphemisms to soften pain and suffering. People are afraid of the unknown and mysterious, therefore death is a top taboo topic.

Death can be viewed from different angles: biological, psychological, spiritual and literary. Biological death according to Walsh (2013: para 3) requires "complete loss of brainstem function and consciousness and permanent cessation of circulation that cannot be restored". Psychological death according to Shatohina (2017: para 3-7) is based on the lack of desire to live, for example when a person has lost interest and goal in life, he programs himself that he has already done everything and there is no need to achieve something, eventually, the further life will be only a series of boring and monotonous days. Despite the fact of everyone's awareness of death, it is a very multifaceted process, which includes not only the common understanding as the end of organs' work, but both the feelings of nonbelonging to the world and unwillingness to live. Based on Allan (2007: 224) work, the euphemisms of death are classified into four types: "death as a journey, death as loss, worries about soul, and death as a begging of new life". Death as a journey can be considered from the point of view of the person

who believes in the afterlife. Immortal soul starts journey by developing and moving to a better suitable place for it. Allan (2007: 226) assumes that the euphemisms associated with the theme of “journey” can be identified by the elements “part, depart, pass, pass away, pass on or pass over”. Death as loss can be considered from the point of view of the living or dead people. The point of view of those who stay alive can relate to such euphemisms as “missing and losing”, for example, “we lost our child last week” (Allan 2007: 226). Death as a begging of new life can be examined in the context of becoming a new something, as an example Allan (2007: 227) suggests the phrase that is used by children speaking about dead parents “they are gone to become a star”. Explaining the last type of death euphemisms - worries about soul, Allan (2007: 227) gives examples of people describing their death “failed to fulfil the wellness potential, substantive negative outcome”. It can be assumed that according to the person, he has not achieved enough development, however death takes him away. Echoing Allan’s point of view on the division of euphemisms, Holder (as cited in Allan 2007: 227) claims that death euphemisms are related to moving to anonymous locations or sleeping, for example “go to Heaven, sleep away, go to our long home”. To sum up, death can be viewed from different perspectives. For some, death is not the end point in life, death acts as a guide of the soul to another better place. Additionally, there are those who consider death an opportunity for new development. For others, death carries a more negative meaning, they see it only in the terms of loss, pain or fear. In all the above, a person addresses death without naming it directly. This shows that despite people’s beliefs, they are afraid of mentioning death openly thereby people use various kinds of replacements, euphemisms.

According to the viewed classifications of death, it can be assumed that there is a vast number of words which refer to death. However, based on the research of the University of Technology Sydney (Parker 2017), it can be said that the most commonly-used euphemisms in English are “passed away” and “gone”. It should be mentioned that euphemisms related to death vary significantly from one topic to another, thereby the majority of the above presented euphemisms can be used by the media in articles related to death, such as disasters, obituaries, medicine and politics. However, it must be noted that there are a distinguished group of euphemisms whose origin and usage relate to specific areas as medicine and politics (crime, war).

The following tables represent examples of English and Russian death euphemisms found in dictionaries of euphemisms by Holder (1989), Rawson (1981), and Senichkina (2008). The table of English euphemisms contains explanations of under what circumstances a phrase can be used, while the table with Russian euphemisms offers literal translation from Russian to

English due to the absence of related phrases or gives examples of English euphemistic phrases which have a similar meaning.

Examples	Explanation
<b>General</b>	
Pass: away/ beyond the veil/ in your checks/ into the next world/ off the earth/ on/ over	Euphemistic expressions that can be used by a person who assumes that death is a transition from this world to another location.
Resting in peace/ peace at last/ internal rest/	It is used in case of expressing death as a resting.
Sleep: asleep/ in Davy Jones's locker/ in your leaden hammock/ away	Euphemisms that refer to death as a dream.
Go: aloft/ away/ corbie/ down the nick/ forth in ceremonies/ home/ into the ground/ off/ off the hooks/ on/ out/ over/ right/ round land/ the wrong way/ to a better place/ to heaven/ to our rest/ to the wall/ to the reward/ under/ west/ to be with Lord	Euphemistic expressions that can be used to show the movement of person to another place.
Kick: in/ it/ the bucket/ up	Associated with the automatic cramp of killed animal The bucket was used as a support for those who should die from hanging, however a bucket is kicked away after the enforcement of sentence.
Slip: away/ off/ to Nod/ breath/ cable/ grip/ wind	The process of smooth glancing, i.e. painless death.
Take: home/ leave of life/ off/ refuge in a better world/ leave of	Heaven is represented as a home.
Under: the grass/ the sod/ ground/ sod	To be buried.
Departed	It is supposed that a person gets into a new place.
Lost/ lost her life	A person literally is not possessing life anymore.
Did not make it	The implication is that a person can not conquer the cause of death.
Meet his Maker/ the Prophet	Death as a possibility of meeting God.
Give up the ghost/ your spoon/ your life	Death is accompanied by loss.
Long: count/ home/ day/ journey	Death can be viewed as a something lasting.
<b>Medicine</b>	
Adverse event (n)	Medical error leads to lethality.
Cardiac incident (n)	It is used in situations where the reason of death is related to heart issues.
Non-heart beating donor (n)	Is usually used by the pathologist about dead clients.

Happy release (n)	It is especially used in relation to patients whose illness brought constant pain. Death is presented as a salvation from pain.
Negative patient care outcome (n)	The phrase could be taken to mean that treatment was ineffective and lead to death.
Misadventure (therapeutic, surgical) (n)	Is used when the doctor's actions are direct causes of death for the patient.
Put to rest (v)	When the dead person is said to be put to rest, it means that no changes should be expected in patient's state.
Heels foremost (v)	Doctors use this euphemism when they know that the patient's life will stop on the way to the hospital.
Check out (v)	It is another way to say about the patient's death. The phrase is used on the basis of the fact that all incoming customers pass through the registration point and, are written out in case of both successful or fatal result.
Take a long (deep) sniff (v)	If a person wants to hold his breath, he must take a deep sniff. In this process, the thorax of both alive and dead person does not move. Corpse looks like he sighed deeply and forgot to exhale.
Relieve of sufferings/ happy release (v)	The phrase has a similar meaning with euphemisms "happy release".
Close your eyes (v)	The use of this euphemism by doctors may be due to the fact that registering the time of death, one of the responsibilities of doctors to close the dead man's eyes.
Succumb (v)	The phrase can be applying to the patient who died natural death.
Bring your heart to its final pause (v)	Phrase relates directly to the fact that with the death of a person the heart stops.
Pull the plug (v)	To unplug life-sustaining device.
Expire (v)	Analogous of pass away using by medical staff.
Breathe your last (v)/ Breathe out (v)	Breath is the last one.
Cold (adj)	The use of this euphemism is based on the similarity of characteristics. Dying, the temperature of a person's body decreases, that is, it becomes cold.
Beyond help (adv)	The main responsibility of doctors is to help patients. The euphemism is used by doctors to denote the state of things that he is not capable of helping and the patient is in danger of imminent death.

<b>Politics</b>	
Fall (v) Go for a Burton (v) Die with one's boots on (v) Make the supreme sacrifice (v) Stop one/ stop a slug/ stop the big one (v) Give your life (v) Answer the call (v) Promoted to Glory (v)	Various of ways for describing the fact that person died in battle.
Catch a packet (v)	Euphemism was widely used during the First World War, when death was caused by a grenade.
Combat ineffective (adv)	Become combat ineffective, it is used by regiment commander to describe a soldier who dead and cannot continue the battle.
Scuppered (adv)	One of the ways of describing the fact that person died in battle.

**Table 1.** *Euphemisms for “death” and “dying” in English.*

Examples	Explanation
<b>General</b>	
Уходить в мир иной/ на покой / на тот свет/к богу/ к лучшей жизни/ к праотцам/ в вечность/ в лучший мир/ в могилу/ в землю/ из жизни/ от мира всего/ ко дну/	Go to a better place/ to heaven/ into the ground/ under / to our rest/ to be with Lord Pass off the earth/ into the next world
Исчезать со света/ с лица земли	Disappear from the world
Испускать дух	Give up the ghost
Оставляя/ покидать мир, свет, жизнь, нас	Leave the land of the living
Отдавать концы	Give up your life
Скончаться	Pass away
<b>Medicine</b>	
Медицинская неудача (n)	Misadventure
Сердце остановилось (v)	Cardiac incident
Угасать после долгих страданий (v)	Relieve of sufferings/ Happy release
Жизнь оставила его (v)	Life was gone
Отходить (v)	Depart from life
Дни идут на убыль (v)	Days are draying up
Уходить на покой (v)	Rest
Ложиться на стол (v)	Lie down on the table
Испускать последний вздох (v)	Breathe your last
Без признаков жизни (adj)	Without sings of life/ Flatlined
Бездыханный (adj)	Breathless

<b>Politics</b>	
Скончаться от ран (v)	Die from wounds
Отдать жизнь за родину (v)	Give your life
Стать жертвой	Become a victim
Пострадать (v)	To be affected
Потерять жизнь (v)	Losing your life
Жизнь прервалась (v)	Life had been cut short
Потерпевший (adj)	Injured

**Table 2.** *Euphemisms for “death” and “dying” in Russian.*

Based on the data presented in both tables, it can be concluded that the vast majority of euphemisms are expressed through verb or noun phrases. Additionally, euphemizing death, Russian language mostly adds the word “life” into the euphemism and refers to its end, while English language prefers avoidance of direct mentioning of “life” and usage the figurative meaning of words. In contrast to substantial differences between the political euphemisms in both languages, medical euphemisms have similar feature: euphemism’s formation grounded on body characteristics and causes of death. Additionally, it can be mentioned that there are English equivalents for most Russian medical euphemisms, while in the political perspective, there is a need of a literal translation due to the lack of English analogues. Summing up, both languages offer a various of options for saying about someone’s death without resorting to the death-word directly.

## CHAPTER II. LANGUAGE OF DEATH IN US, UK AND RUSSIAN ONLINE NEWSPAPERS

### 2.1 Aims and Research Questions

The present research aims to answer the following research questions in order to provide a comparative analysis of the usage of death euphemisms in two languages, English and Russian, based on the articles of most circulating UK, US and Russian newspapers:

1. Which euphemisms are commonly used to refer to death in the newspaper articles in English and Russian?
2. Which way of mentioning death is mostly preferred by the UK, US and Russian media: using basic vocabulary (*dead, death, die*) or euphemisms?

The answers to the questions above will help to refute or confirm the proposed hypothesis “Russian and English media tend to express “death” by using neutral (basic) words and phrases such as *dead* or *умер*, rather than euphemisms, such as *pass away*, or *ушел в мир иной*”.

### 2.2 Methodology and Sample

For this study, six online newspapers were chosen: two from the U.K, two from the U.S and two from Russia. There are three main selection criteria: accessibility (free of charge), edition (online version of the print edition), as well as circulation (the popularity among readers). The most popular online newspapers were taken on the basis of the assumption that they are published for the broader community and contain a varied number of articles, even inside of the same topic, thereby they are viewed as a best choice for the research.

The information on the popularity of both U.S and U.K online newspapers is based on the data provided by the Feedspot website (2018) where popularity is measured by the number of Facebook fans and Twitter followers. The list of most popular Russian newspapers is formed on the basis of statics provided by Medialogia (2019), the leading company of Russia’s SMI (media) analysis and monitoring, where the criteria of popularity are formulated from the citation perspective (the number of posts in social media).

According to such information, six newspapers were selected for this research:

The U.S online newspapers:

1. The New York Times. Popularity – 2nd in top 100
2. The Los Angeles Time. Popularity – 10th in top 100

The U.K. online newspapers:

1. The Guardian. Popularity – 2nd in top 50

2. The Daily Mail. Popularity – 3d in top 50

The Russian online newspapers:

1. Известия– 1st in top 10
2. Коммерсантъ– 2nd in top 10

It must be mentioned that the Feedspot website (2018) provides a list of top news websites among which there are TV channels, as well. Therefore, the count of the popularity of the U.K and the U.S newspapers starts with the 2nd place. Additionally, during the process of U.S online newspapers selection it turned out that the 3rd place is occupied by the USA TODAY, however this newspaper website provides just a summary of daily news, without any archives of previous articles. The ability of reviewing news from preceding periods is one of the necessary criteria for this study, thereby the next popular newspaper on the list was taken.

The U.S.A. articles were researched during March 2018, ranging from March 18 to March 24, whereas the U.K. and Russian articles were taken from the end of March – beginning of April, ranging from March 29 to April 4 (i.e. during a one-week period). To achieve objectives the study analysed the newspaper articles on the topics with a bigger chance to encounter words related to death, such as world news, politics, obituaries, disasters and health. Every day during the study period, newspapers were reviewed on the availability of articles on required topics. Each article was carefully examined to see if it included such words as “dead”, “death”, “die” and euphemisms of death listed in Table 1 and Table 2 in Chapter I. Firstly, the examples found in the newspapers were allocated to separate tables according to the names of newspapers. Secondly, as a result, all examples found in the articles were summarized, as well as calculated to find out the total number of used euphemisms and basic words. Based on the indicators it is possible to draw an overall picture of the general tendencies in the expression of death.

## **2.3 Results**

### **2.3.1 Analysis of death euphemisms in the U.S.A. newspapers**

The table below shows the result of the analysis of *The New York Times* articles (17) during allotted period of time where there are examples of words meaning “death, dead, and die”. The majority of articles (11 out of 17) offer the readers a more realistic picture of events by using the direct way of mentioning death (died), while several articles (2 out of 17) refer to death without choosing a single way, they include both direct and indirect expressions, such as “lives ended, passed away and his passing”. The rest of the analyzed articles (4 out of 17) try to prevent and mitigate possible negative effect of the reader’s confrontation with death by using

just euphemistic phrases, for example “he was facing the end, loss of life, lost contact with them, did not have long to live”. Concluding, the direct naming prevails in the articles of *The New York Times*.

Names of the articles	Basic way of expressing death (“death”, “dead”, “die”)	Expressing death through euphemism
The Latest: Police Say Mosque Gunman Planned Another Attack	They have named <b>were</b> all male and <b>died</b> at the Al Noor mosque to be cleansed and buried as soon as possible after <b>death</b>	
Second Israeli Dies of Wounds from West Bank Shooting Attack	A second Israeli <b>died</b> of wounds	Be among us even after <b>his passing</b>
Doctor on Video Screen Told a Man He Was Near Death, Leaving Relatives Aghast		<b>Time was running out</b> He <b>did not have long to live</b>
UN: Ebola Increasing in Congo Due to 'Security Challenges'	People with Ebola are refusing to seek care in health clinics and <b>are dying</b> at home	
100 Afghan Soldiers Said to Flee Across Border, Chased by		“We <b>lost contact with them</b> ,” he said
Ex-Putin Adviser Who Died in US Had Broken Neck	Lesin, 57, <b>died</b> accidentally of blunt force trauma	
Student Pilot, Takeaway Owner, Child Among Victims of NZ Shootings	Have not officially named those who <b>died</b> .	Dozens of ordinary <b>lives</b> suddenly and savagely <b>ended</b> I got a call last night from a friend, around midnight, to say he <b>has passed away</b>
Death Toll from Cyclone Surpasses 500 in Southern Africa	Hundreds more <b>feared dead</b> in towns and villages	
UN Says 122,600 Afghans in Need of Aid After Severe Floods	3 people <b>have died</b> as heavy rains and flooding swept away their homes.	
California to Waive Environmental Rules for Fire Season Prep		He said was necessary to prevent further <b>loss of life</b>
U.K. Police Investigating Attacks on 5 Mosques in Birmingham	During Friday Prayer last week left at least 50 people <b>dead</b>	
Death Toll Rises to 62 in China Chemical Plant Blast	Just 26 of those <b>confirmed dead</b> in Thursday's explosion have been identified	
Al Shabaab Attack on Somali Ministry in Mogadishu Kills at Least 15	Another militant was a suicide car bomber and so he also <b>died</b>	
After Deadly Insider Attack, U.S. Airstrikes Kill 14 Civilians, Afghans Say	One of them <b>died</b> of her wounds on the way to the hospital	
At Least 134 Fulani Herders Killed in Central Mali's Worst Violence Yet	Security sources said the <b>dead</b> included pregnant women, children and elderly people.	
Cyclone Death Toll Above 750; Fighting Disease New Challenge	Mozambique <b>the number of dead</b> has risen to 446 while there are 259 dead in Zimbabwe and at least 56 dead	
Terror at Sea: Helicopter Rescues Frighten Cruise Passengers		<b>He was facing the end</b> : when a huge wave crashed through the Viking Sky cruise ship's glass doors

**Table 4.** *Death euphemisms in The New York Times.*

The sample of *The Los Angeles Times* articles consists of 12 articles where the topic of death was mentioned. Based on the data presented in the table, the direct naming of death was used most often (9 out of 12) to refer to death. Additionally, it is worth to notice that a vast number of articles raising the topic of death start with the phrase “people’s number were confirmed dead”, however death is no longer mentioned along the rest of the article. The rest of the reviewed articles (3 out of 12) have euphemistic phrases to present the fact of death to the readers, such euphemisms were used: “He didn't make it out, passed away, life ultimately end”. As a result, it can be assumed that *The Los Angeles Times* prefers using “dead” instead of possible variations of euphemisms to present information regarding death.

Names of the articles	Basic way of expressing death (“death”, “dead”, “die”)	Expressing death through euphemism
Cyclone's huge floods leave hundreds dead in southern Africa	More than 350 people <b>were confirmed dead</b>	
Over 1,000 feared dead after cyclone slams into Mozambique	More than 1,000 people <b>were feared dead</b> in Mozambique	
20 dead, mostly children, in Nigeria building collapse	Twenty people <b>are confirmed dead</b> in the school building that collapsed in Nigeria	
Cyclone death toll climbs in Mozambique	More than 145 people <b>died</b> and several hundred are still missing	
The New Zealand massacre	49 people <b>have been confirmed dead</b> and more than 20 are injured	
He declined to identify the dead or wounded.	He declined to identify <b>the dead</b> or wounded.	
Youngest New Zealand shooting victim liked playing with iPad, soccer ball		Mucaad would go to the park not far from the mosque where <b>his life would ultimately end</b>
Deaths in Central Florida		FL <b>passed away</b> on Friday, March 22, 2019.
At least 94 people dead in Iraq ferry sinking	Al Salam hospital, where many of <b>the dead</b> were taken.	
23 dead, dozens missing in tornado-blasted Alabama community		<b>"He didn't make it out,"</b> she said.
Foreigners among those targeted in New Zealand mosque attack	He declined <b>to</b> identify the <b>dead</b> or wounded.	
New Zealand bans assault rifles in wake of deadly mosque attacks	The wake of a terrorist attack on two mosques that left 50 people <b>dead</b> .	

**Table 4.** *Death euphemisms in The Los Angeles Times.*

### 2.3.2 Analysis of death euphemisms in the U.K. newspapers

During the period of March 29 to April 4, 20 articles from *The Guardian* related to death were analysed. The main result is a fact that the use of the direct word “death, dead and die” occurs in 17 cases out of 20, while the remaining articles (3 out of 20) include both direct use and the use of euphemistic phrases, such as “ending life, was gone, were deceased inside”. It can be mentioned that none of the articles were found where the authors would use just euphemistic

expressions in order to lower the potential negative influence caused by the mentioning of the fact of death. Following from this point of view, the direct way of presentation of information is more common in *The Guardian* newspaper than the usage of euphemisms.

Names of the articles	Basic way of expressing death (“death”, “dead”, “die”)	Expressing death through euphemisms
Israeli fire kills four Palestinians, says Gaza health ministry	Three teenage boys among <b>dead</b> and more than 40 others shot as up to 40,000 protest along Israeli border	
Rights, liberties and the ‘gift’ of life	I may be at liberty to <b>smoke myself to death</b> , but to talk about having a right to do so is to trivialise the crucially important language of human rights	
Let people have right to die when they choose	The majority of citizens, who do not share this belief, must have the right <b>to die</b> at a time of their own choosing.	So, desires not to be a burden or psychological distress are good reasons for <b>ending life</b> ?
'The clock of his life was counting down' – loving and losing my ex	The distraught friend tried to climb after him, at her own peril, and knew the moment she saw him that he <b>was dead</b>	Rob was the tall, snarky Irish boy who brought me and my husband together. Then, one day, he <b>was gone</b>
I'll never see Mum again. But I've learned to live with Mother's Day	The same goes for friends of mine who are estranged from their mothers, or whose mothers <b>have died</b> , and even for my family.	
The murder of Raymond Buys: 'I think they knew they were going to kill my boy	Three months later, on 20 April, Raymond <b>will be pronounced dead</b> by doctors so traumatised by his injuries they require counselling	
Shane Rimmer, voice of Thunderbirds' Scott Tracy, dies aged 89	Rimmer <b>died</b> at home in the early hours of 29 March	
Mayor in Mozambique says negligence led to cyclone deaths	Simango said that although his city was 80% destroyed, only about 20 people from Beira <b>died</b>	
Severe Nepal thunderstorm leaves dozens dead, hundreds injured	Severe Nepal thunderstorm <b>leaves dozens dead</b> , hundreds injured	
Israeli fire kills four Palestinians, says Gaza health ministry	Three teenage boys among <b>dead</b> and more than 40 others shot as up to 40,000 protest along Israeli border	
North Dakota: police discover several bodies inside Bismarck building	Police did not say how many people <b>were dead</b> and did not immediately respond to a request for more details.	Officers had found several people who <b>were deceased inside</b>
Teenage apprentice dies following scaffolding collapse at Sydney worksite	Formworker Christopher Cassaniti <b>was pronounced dead</b> a few hours after the temporary structure fell	
Bronco McLoughlin obituary	Bronco McLoughlin, <b>who has died</b> aged 80, was the stunt performer seen in one of the most powerful cinematic opening sequences of the past half century.	
The big picture: Scott Walker, 1943-2019	The pop great, who <b>died</b> last week aged 76, photographed in 1970, just as his initial creative burst was	

	ending	
Son of MI6 chief Alex Younger dies in crash on Stirlingshire estate	<b>died</b> after the crash on a private estate in Stirlingshire on Saturday	
Philippines court orders release of police files on thousands of drug-war deaths	More than 5,000 mostly poor drug suspects <b>have died</b> in purported gun battles with the police	
Mother of toddler who died after swallowing a button battery urges parents to speak up	<b>Died</b> after swallowing a button battery	
Shane Rimmer obituary	Shane Rimmer, who <b>has died</b> aged 89	
Sir William Whitfield obituary	The architectural career of William Whitfield, who <b>has died</b> aged 98	
Iran floods: death toll continues to rise	Ahmad Shojaee told the semi-official Fars news agency the southern province of Fars had been hardest hit with 21 <b>dead</b>	

**Table 5.** *Death euphemisms in The Guardian.*

The table below represent the results of analysis of 35 *The Daily Mail* articles on the death topic. Almost all reviewed articles (28 out of 35) provide examples of the usage of the direct naming of death (died). The authors of some articles (4 out of 35) represent death not only from direct perspective but by means of euphemisms, such as “the fatalities, passed away, his life was tragically cut short, had to pass and gone to heaven”. The minority of articles viewed death through the euphemistic prism, there are used such euphemisms as “lost his life, tragedy, disappeared and gone”. Based on the results, it can be said that *The Daily Mail* frequently conveys information about death without hedging the distressing impact, which can be done by using euphemisms.

Names of the articles	Basic way of expressing death (“death”, “dead”, “die”)	Expressing death through euphemisms
Nipsey Hussle	Grammy nominee was shot multiple times and <b>pronounced dead</b> after being rushed to hospital	
'It sickens us to think that his face was the last thing my baby girl saw'	The mother of a South Carolina student who <b>was found dead</b> after getting into a stranger's car	
Man, 33, is arrested for 'sexually assaulting and strangling female jogger	Cano was <b>found dead</b> in a lake in Lincoln Park last Sunday They are absolutely devastated by her <b>death</b>	
Two Marine pilots are killed during a routine training mission	The U.S. Marine Corps reports two pilots <b>have died</b> in a helicopter crash near Yuma, Arizona	
'LOL assassin' has the last laugh	Malaysia agreed to drop the murder charge against her over <b>the death</b> of Kim Jong-nam	
Overweight under-50s have a 25% higher risk of dying from pancreatic cancer in later life	Between then and 2014, 8,354 of the group <b>died</b> of pancreatic cancer.	Those who were overweight earlier in life were more likely to be <b>among the fatalities</b>
Tania Mallet dies at 77: James	British Bond Girl Tania Mallet <b>has</b>	Tania Mallet who played Tilly

Bond bosses mourn the loss of beloved Goldfinger actress	<b>died</b> at the age of 77.	Masterson in GOLDFINGER <b>has passed away</b>
Psychologist who played a key role in opposing LGBT lessons in schools	The NSS warned that the campaign group had 'promoted material which says the punishment for homosexuality is <b>death</b>	
Tragedy apprentice who was crushed to death by a mountain of falling scaffolding at a Sydney construction site	Young apprentice tragedy <b>crushed to death</b> by collapsed scaffolding at a construction site	Five days before <b>his life was tragically cut short</b> at the construction site, he was working at It hurts me that someone so precious <b>had to pass</b>
Demonstrators reported arrested, wounded in Nicaragua	The Inter-American Human Rights Commission says 325 people <b>have died</b> in the protests	
Man accused of killing his two-week old son by punching him in the head	The baby <b>died</b> shortly after being struck.	
Police probe 'unexplained' death of 18-year-old girl	The 18-year-old was believed to have suffered a cardiac arrest and to have been rushed to hospital where she <b>died</b>	
Former long-time partner of sadistic suitcase killer Daniel Holdom relives the moment she accused him of cheating		She's <b>disappeared</b> , she's <b>gone</b> , she's gone."
The last British civilian killed by the Luftwaffe	A mother who <b>died</b> while shielding her one-month-old twins from harm	
Champion sheep breeder, 84, was found dead after his quad bike	Andrew Morton, 84, <b>died</b> of 'a medical event'	
It's unimaginable how somebody, let alone two people, could drown there		Maryborough Patrol Group Inspector Tony Clowes called the deaths a ' <b>tragedy</b> ' at a press conference
Arizona man becomes the 24th person to be killed by a faulty Takata airbag	Takata air bag inflator - there have been 24 <b>deaths</b> worldwide	
Former University of Kentucky cheerleader dies after he tried to cross the New Jersey Turnpike and was hit by three vehicles		Jahmir 'Hero' Scott, 22, of Allentown, <b>lost his life</b> when his car broke down and he tried to cross three lanes of traffic on the New Jersey Turnpike on Tuesday.
Tragic seven-year-old Guatemalan migrant girl died of a bacterial infection	A seven-year-old girl from Guatemala <b>died</b> of a bacterial infection while she was under custody of the U. S	
Tourist falls to his death at the Grand Canyon	Two people <b>died</b> at the Grand Canyon in separate incidents this week	
Hospitals are urged to install 'sleep pods' for exhausted staff after death of young medic	It comes after the tragic <b>death</b> of junior doctor Lauren Connelly, 23	
Father hunted by police after 'killing his wife and 10-year-old child with a machete	His wife Lorraine Harris was <b>found dead</b> on the back porch of their apartment	
'Deeply saddened'	Australian war widow Daphne Dunne <b>has died</b> at the age of 99	
College baseball player, 21, dies after collapsing on field while preparing for practice	A University of South Carolina baseball player <b>has died</b> after collapsing on the baseball field	

	while getting ready for practice.	
In the event I die from gun violence, publicize the photo of my death	'In the event that I <b>die</b> from gun violence, please publicize the photo of my death	
Two Fort Valley State University students	Students, Precious Waters and Kearsten Robinson, both 19, <b>died</b> in the fiery crash Saturday night	
Fresh inquest will investigate death of disabled boy	He was <b>dead</b> within three hours	
Tragedy as teenage boy dies after plunging 100ft from Whispering Gallery at St Paul's Cathedral	The teenager <b>died</b> at the scene.	
Bad diet to blame for one in six deaths	New study reveals 90,000 people in Britain <b>die</b> every year because of bad diets Nearly one in six <b>deaths</b> is now linked to unhealthy eating, researchers said	
Grisly details emerge about the deaths of a family	Authorities have shared grisly details of the <b>deaths</b> of a family Jen and Sarah Hart and their six adopted children <b>died</b> when their SUV plunged off a cliff	
'Mummy's gone to heaven'	The sister of a bride-to-be who tragically <b>died</b> on her friend's hen do has revealed her	Three children were told ' <b>mummy's gone to heaven</b> '
Horror as blood-soaked man in his 40s dies in the street	Police are probing a brutal 'machete attack' in which a man in his 40s <b>died</b> northwest London high street continues tonight.	
Girl, 12, died at her grandmother's home after taking tramadol	And after taking the painkiller, <b>died</b> in her sleep	
Newborn boy becomes the latest child to die after relatives perform a botched home circumcision in Italy	A newborn boy <b>has died</b> following a botched circumcision attempt in Italy.	
Woman, 65, died after pharmacy staff gave her the wrong prescription	A woman <b>died</b> after she was given the 'wrong prescription'	

**Table 6.** *Death euphemisms in The Daily Mail.*

### 2.3.3 Analysis of death euphemisms in the Russian newspapers

Analysing the Russian newspaper *Коммерсантъ*, it was revealed that one article out of 11 contains an example of death euphemism, “не стало”, in other cases, the authors mention death by using basic Russian words to state death, such as “умер, погиб or смерть”. Based on the obtained data, it can be assumed that the theme of death in the newspaper is a rather occasional phenomenon, however death can be spoken directly without resorting to any euphemisms.

Names of the articles	Basic way of expressing death: умирать, погибать, смерть	Expressing death through euphemisms
СКР возбудил дело после крушения самолета совладелицы S7 Филевой	Нарушение правил повлекшее по неосторожности <b>смерть</b> двух и более лиц	
Умер испанский писатель	В Мадриде в возрасте 91 года	

Рафаэль Санчес Ферлосио	<b>умер</b> испанский писатель Рафаэль Санчес Ферлосио	
Установлена личность пилота частного самолета, на котором разбилась Наталия Филева	Наталия Филева, а также ее отец Валерий Карачев. Все трое <b>погибли</b>	
При крушении вертолета в Аризоне погибли два пилота	Два пилота Корпуса морской пехоты США <b>погибли</b> при крушении вертолета около Юмы	
Умерла режиссер Аньес Варда	Аньес Варда <b>умерла</b> на 91-м году жизни	
Сбежавший с оружием в Тверской области контрактник найден мертвым	<b>Найден мертвым</b>	
Виновник смертельной аварии на Можайке доставлен в Москву из Грозного	В результате, которого 2 человека <b>погибли</b>	
Умер Максим Ковальский		29 марта в 22:30 <b>не стало</b> Максима Ковальского.
Умер разработчик реактивных систем залпового огня Николай Макаровец	Николай Макаровец <b>умер</b> в Туле на 81-м году жизни	
Умер актер Алексей Булдаков	В возрасте 68 лет <b>умер</b> российский актер Алексей Булдаков.	
Россия вошла в топ-10 стран, где люди чаще всего умирают из-за загрязненного воздуха	В 2017 году 99 тыс. россиян <b>умерли</b> от заболеваний, которые могли быть вызваны загрязнением воздуха	

**Table 7.** *Death euphemisms in Коммерсантъ*

The table below shows the results obtained in the analysis of the 36 *Известия* articles on the topics related to death. It can be concluded that more than half the cases contain the direct mentioning of death. The authors used expressions such as “погиб, гибель и умер”, whereas in 5 articles, euphemisms like “ушел из жизни и не стало” are added to the basic phrases above. It is important to mention that the main euphemism that is used in other articles in order to show death is “скончаться”. It can be concluded that euphemizing is not a pervasive way of transmitting information about death.

Names of the articles	Basic way of expressing death: умирать, погибать, смерть	Expressing death through euphemisms
СК возбудил дело по факту гибели россиян в авиакатастрофе в Германии	В результате, которого, по предварительным данным, <b>погибли</b> граждане РФ perish	
Умер основатель завода-производителя вездеходов для ВС РФ		Владимир Савельев <b>скончался</b> 31 марта на 86-м году жизни
При тушении лесного пожара в Китае погибли 30 человек	В настоящее время их <b>гибель</b> официально подтверждена	
Писатель Рафаэль Санчес Ферлосио скончался в Мадрид		Писатель Рафаэль Санчес Ферлосио <b>скончался</b> в Мадриде на 92-м году жизни
Очевидец рассказала о крушении	Очевидец крушения бизнес-	

самолета с совладельцем S7 в Германии	джета, в котором <b>погибли</b> совладелец российской авиакомпании S7 Наталия Филева и ее отец	
В доме престарелых во Франции произошло массовое отравление		Четыре постояльца дома престарелых «Ла Шенре» во французском Лерме <b>скончались</b> , предварительно, от пищевого отравления.
Двадцать человек погибли при возгорании автобуса в Перу	Не менее 20 человек <b>погибли</b> и еще семь пострадали в результате возгорания автобуса	
Умерла одна из девушек Бонда		В возрасте 77 лет в Великобритании <b>скончалась</b> актриса Таня Мале
Номинированный на «Грэмми» рэпер застрелен в США		33-летний исполнитель <b>скончался</b> в результате огнестрельного ранения
Двое морпехов погибли при крушении военного вертолета в США	Двое пилотов корпуса морской пехоты США <b>погибли</b> при крушении вертолета	
Скончался разработчик систем залпового огня Николай Макаровец	В возрасте 80 лет в Туле <b>умер</b> разработчик систем залпового огня	<b>Скончался</b> разработчик
Видеорегистратор заснял гибель участника ралли в Геленджике	В результате трагедии <b>погиб</b> второй пилот экипажа авто	Штурман Ерыжинский получил серьезные травмы и <b>скончался</b> на месте происшествия
Пожилой мужчина умер на избирательном участке во Львове	Мужчина <b>умер</b>	Как сообщает агентство УНИАН, мужчина 1928 года рождения <b>скончался</b> на выходе из участка на улице Кульчицкой
Жительница Волгограда погибла во время отдыха на Бали	Жительница Волгограда 25-летняя Ольга Трушик <b>погибла</b> во время отдыха на Бали.	
В S7 подтвердили гибель совладельца компании Натальи Филевой в Германии	В авиакатастрофе также <b>погиб</b> отец Натальи Филевой.	
Двое детей погибли в результате торнадо в Китае		Двое из них позднее <b>скончались</b> в больнице
Провалившийся под лед школьник утонул в Ярославской области	В Ярославской области <b>погиб</b> подросток, провалившийся под лед реки Нерль	
На горнолыжном курорте в Грузии загорелся отель	Ранее 31 марта сообщилось о пятерых <b>погибших</b> при пожаре в жилом доме в Нижнем Новгороде	
Внезапно умер глава украинской общины Венгрии		Глава украинской общины Венгрии Юрий Кравченко внезапно <b>ушел из жизни</b>
При взрыве на фабрике в Китае погибли пять человек	Пять человек <b>погибли</b> и еще трое пострадали в результате взрыва на фабрике на востоке Китая	
Умер журналист Максим Ковальский		<b>Ушел из жизни</b> российский журналист, бывший главный редактор журнала «Коммерсантъ-Власть» Максим Ковальский.
Бабушка жертвы ДТП на Можайском шоссе умерла от	Узнала о <b>гибели</b> 35-летней внучки.	Бабушка одной из жертв ДТП на Можайском шоссе в Москве

разрыва сердца		<b>скончалась</b>
Защитившего мать подростка посмертно наградили орденом Мужества		Подросток находился в коме в течение года. В декабре 2018-го он <b>скончался</b> .
Умерла сценарист «Последнего танго в Париже»		Французский кинорежиссер Аньес Варда <b>скончалась</b> в возрасте 90 лет
Пять человек погибли при пожаре в Анкаре	Пять человек <b>погибли</b>	
В Петербурге скончался актёр телесериала «Улицы разбитых фонарей»		В Северной столице на 61-м году жизни <b>скончался</b> Александр Васильев.
Двое погибли в автомобиле в пурге на Камчатке	Двое мужчин <b>погибли</b>	
Участник соревнований по трофи-рейдам погиб в Краснодарском крае	Один участник заезда <b>погиб</b>	
Рабочий погиб при столкновении поезда и грузовика в Свердловской области	Рабочий <b>погиб</b>	
Покрашенная в синий цвет собака погибла в Тверской области	Собака <b>погибла</b>	
На пожаре в Комсомольске-на-Амуре погибли четыре человека	На пожаре <b>погибли</b> четыре человека	
Умер актер Алексей Булдаков	Актер Алексей Булдаков <b>умер</b> на 69-м году жизни.	«Светлая память, <b>не стало</b> Леши Булдакова»
Болгарская семья погибла при крушении самолета в Северной Македонии	В крушении <b>погибли</b> 49-летний бизнесмен, его супруга — известный в Болгарии адвокат — и двое детей.	
В Подмосковье 6 человек погибли при столкновении микроавтобуса и фуры	В Московской области при столкновении микроавтобуса и фуры <b>погибли</b> шесть человек.	
Умер актер Алексей Булдаков.	В возрасте 68 лет <b>умер</b> российский актер Алексей Булдаков.	
Шесть человек погибли в ДТП с микроавтобусом в Подмосковье.	<b>Погибли</b> шесть человек, еще двое получили травмы.	

**Table 8.** *Death euphemisms in Известия*

## 2.4 Discussion of Results

A total of 47 Russian articles for March 29 to 4 April, and 85 English and American articles together for March 18 to 24 were analyzed in the course of the study. Based on the obtained data, it can be assumed that both languages in the cases of discussion death in media usually choose basic words, such as *death*, *dead*, *died* instead of euphemisms. Based on results of comparison of the usage of euphemisms in media in both languages, it can be concluded that a vast number of Russian euphemisms occur in obituaries, while the majority of euphemisms in English and American newspapers are used to mention death in topics of accidents and crimes.

The name of the newspaper	The number of analyzed articles	The number of basic phrases: “dead, death	The number of euphemisms
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		and die”	
New Yourk Times	17	13	6
The Los Angeles Times	12	9	3
The Guardian	20	20	3
The Daily Mail	35	32	7
Коммерсантъ	11	10	1
Известия	36	25	16
	131	109	36

**Table 9.** *The total amount of analyzed data.*

As a result of the conducted research, it can be concluded that *скончаться, уйти из жизни* and *не стало* are the most widely used euphemisms in Russian media, while English and American media can express death through euphemistic phrases, such as *passed away, lost/ end life and gone*. In addition to the common euphemisms, UK online media also use: *disappeared, tragedy, gone to heaven, life was cut short*, whereas American newspapers also use *didn't make it out, facing the end, lost contact with them, did not have long to live* and *his passing*.

It must be mentioned that the result presented in this research cannot be considered as definitive indication of the level of popularity of euphemism usage in media. Results may differ according to the type of media and the year of publication.

As far as further researches concerned it can be assumed that the next sphere of analysis can be related to the social media or even television. The ways of expression death in colloquial language can be studied, as well as the origins of a particular euphemisms can be explored in order to have a complete picture of its meaning. In addition, a comparative analysis can be conducted by examining the use of euphemisms of death in various areas of the media as well as in literary works of different topics and ages.

## CONCLUSION

The current thesis is focused on analyzing euphemisms in general and euphemisms of death, and their usage in online media. To conclude the theoretical part of the research, it can be mentioned that euphemism is an inherent part of any conversation. It is a linguistic device through which participants of the conversation can discuss any topic without fear of offending each other or of being embarrassed (Linfoot-Ham 2017). Like any lexical unit, euphemisms can be formed by the basic ways of creating words: compounding, derivation, shortening, blending, onomatopoeia and acronym. They can also develop through transference of meaning based on lexical stylistic devices, such as metaphor (death means “ground”), metonymy (grave for “death”), irony (“go to a better place”), hyperbole (“fight to glory”) and syntactic stylistic devices such as litotes - the affirmative is expressed by the negative of its contrary, for example, sleep in the sense of “death” (Warren 1992:133). In addition, borrowing words from different languages, especially Latin and French, can be considered as another way of creation euphemisms, as suggested by Linfoot-Ham (n.d). The classification of euphemisms directly depends on the subject of the conversation, in this way euphemisms are divided into those that describe: profession (“meat technologist” instead of butcher), health (“social disease” instead of AIDS or syphilis), death (“to return to the dust”) , sex (sexual contact as “burying the bone”) , crime (“candy man” refer to dealer) and politics (“police action”) (Samoškaitė 2011:13).

The necessity of using euphemisms can be divided into three main reasons (Chi, Hao 2013: 45): the first one is “psychological”, euphemism is a tool of minimizing the impact of obnoxious themes and emotions on a person; the second one is “emotional”, euphemisms are used to increase the emotional value of words; the last is “linguistic reason”, it allows to save time during the conversation without harming listener’s understanding. Death euphemisms can be viewed as examples of both positive and negative ones. One part of society uses death euphemisms because of superstition, while another part of them want to hide their true emotions and attitudes towards death, and others try to look at death from the positive perspective. Thus, based on the person’s attitude to death, Allan (2007: 224) divided them into “death as a journey”, as a perspective of afterlife, “death as loss”, “worries about soul” as unfulfilled achievements, and “death as a begging of new life”. Accordingly, it turns out that drawing on person's idea of death or wish to convey a certain colouring towards death, person can use a variety of death euphemisms.

The empirical part of the current thesis is concerned with analysing the usage of euphemisms in English, American and Russian online versions of the most circulated newspapers. It is presupposed that even though newspapers seemingly use a variety of stylistic devices, they prefer to express death through standard basic vocabulary without using euphemisms. Articles from UK, US and Russian online newspapers on the topics of world news, health, politics, and obituaries were analysed to see what expressions they use to talk about death. The result indicates that out of the analysed 131 articles, in only 36 times of them death was represented by means of euphemisms, while basic words were used 109 times. The proposed indicator stands as a confirmation of the formulated hypothesis of the present research. The finding suggests as well that Russian newspapers contain a greater frequency of the use of euphemisms, however a greater diversity of euphemisms is represented in the UK and US newspapers. As for the topics, death was expressed through euphemisms mostly in obituaries and articles about accidents (disasters). As a restriction of the research, only a small number of articles and newspapers were analysed, therefore the obtained results may not be comprehensive and definitive.

## SUMMARY IN ESTONIAN

Bakalaureusetöö teema on „Eufemismid surma teemal inglise ja vene massimeedias“. Käesoleva töö eesmärgiks on määratleda eufemismide liike ja vorme; analüüsida Ühendkuningriikide, Ameerika ja Vene populaarsemate ajalehtede artikleid, et selgitada välja eufemismide kasutamise sagedust ja surma eufemismi sarnasusi ja erinevusi vene ja inglise keeles. Samuti on töö teiseks eesmärgiks hüpoteesi „Inglise ja Vene meedia eelistab surma väljendamiseks kasutada neutraalseid fraase, näiteks *dead* või *умер*, mitte eufemisme, näiteks *passed away* või *ушел в мир иной*“ tõestada või ümber lükata. Lisaks praktilise töö käigus autor püüab vastata kahele uurimisküsimusele:

1. Milliseid eufemisme kasutatakse kõige rohkem nii ingliskeelsetes kui ka venekeelsetes artiklites surma teema väljendamiseks?
2. Millist viisi (eufemismide või neutraalsete sõnade varal) eelistab meedia kasutada surma väljendamiseks?

Töö on jaotatud neljaks osaks. Sissejuhatuses on esitatud üldised kontseptsioonid, mis käsitlevad seost meedia ja eufemismi vahel. Esimeses peatükis on kirjeldatud eufemismi mõiste ja on toodud välja liigitus, eufemismide moodustamine ja kasutamine surma väljendamiseks.

Teine peatükk on praktiline osa, kus on kirjeldatud uuringu etapid, meetod, valim ja tulemus. Ajalehtede valimise põhikriteeriumid on populaarsus ja kättesaadavus. Artiklid valiti teemade põhjal, kus on suurema tõenäosusega võimalik leida surmaga seotud sõnu: poliitika, maailma uudised, õnnetused ja nekroloog. Uuringu käigus uuriti 133 artiklit kuuest ajalehest. Lisaks sellele on töös esitatud surma eufemismide kasutamise võrdlev analüüs. Vastates esimesele uurimisküsimusele uuring näitas, et «*скончаться, уйти из жизни, не стало*» on vene meedias enim kasutatud eufemismid, kuna Ühendkuningriikide ja Ameerika meediaväljaanded eelistavad väljendada surma eufemismi kaudu, näiteks “*passed away, lost/end life, gone*”. Teisele uurimisküsimusele vastas uuringus tuli välja, et surm väljendub enamasti põhiliste fraaside (*death, dead, died* või *погиб, гибель, умер*), mitte eufemismide kaudu. Hüpotees leidis kinnitust.

Bakalaureusetööst järeldub, et ajaleht ei ole parim viis eufemismide otsimiseks. Teine järeldus seisneb selles, et venekeelses meedias kasutatakse rohkem eufemisme surma teemal kui ingliskeelses meedias. Artiklite teemade põhjal võib öelda, et õnnetused ja nekroloog

sisaldavad rohkem pehmendavaid fraase kui teised teemad. Tähelepanu peab pöörama asjaolule, et tulemus võib erineda sõltuvalt analüüsiperioodist ja meediatüübist, mistõttu ei saa pidada käesoleva uuringu tulemust lõplikuks, vaid käsitletud teema vajaks edaspidist uurimist.

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