

THE ROLE OF ECONOMIC EUPHEMISMS IN ENGLISH-LANGUAGE MEDIA TEXTS AND PECULIARITIES OF THEIR TRANSLATION

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Euphemisms, like other linguistic aspects are in constant development. They play a key role in shaping public opinion and information perception in modern mass media, influencing the interpretation of events.

According to Cambridge Dictionary, a euphemism is ‘a word or phrase used to avoid saying an unpleasant or offensive word’ [1]. In addition, in accordance with the definition given in Collins Dictionary euphemism is ‘a polite word or expression that is used to refer to things which people may find upsetting or embarrassing to talk about, for example sex, the human body, or death’ [2]. Thus, euphemisms are an essential linguistic tool in the media to soften sensitive or controversial topics, contributing to a more pleasant narrative while maintaining politeness and professionalism.

The field of economics is little studied from the linguistic point of view. The English Dictionary of Euphemisms edited by Holder offers about 70 spheres subject to full or partial euphemisms. However, economic euphemisms are not so widely represented. Consequently, the main groups of economic euphemisms are lexemes that perform the function of softening and embellishing, as well as replacing negative words and expressions with words with positive or neutral connotations [3, p. 170].

The problematic issue of our study is the role and peculiarities of the translation of economic euphemisms, as they are one of the most popular and actual lexical groups for research.

Economic euphemisms in the texts of English-language media become especially relevant in the conditions of rapid development of the countries' economies and tense relations in the political arena. In the course of this study, the material for analysis was text fragments from the ‘BBC News’.

The following methods of translating euphemisms from English into Russian are used: method of equivalents selection, descriptive translation, addition, concretisation, generalisation, calquing.

Having analysed 30 articles [4], we found that in 20 of them the authors used various economic euphemisms. When analysing the selected economic euphemisms, it was noticed that the most frequent euphemisms are those used in situations related to poverty, unemployment and bankruptcy. For example, *Low-income households in Cornwall will benefit from one-off cash payments to help with the cost of living* [5]. – *Малообеспеченные семьи в Корнуолле получают единовременные денежные выплаты, необходимые для оплаты жилья.* In this example, the term ‘low-income households’ is used instead of ‘poor family’. The method of addition was used in translating this expression.

Most young people who are Neet fall into the economically inactive category, with 595,000 young people economically inactive in the latest stats [6]. – *Основная часть молодых людей, которые нигде не учатся, попадает в категорию экономически неактивных: по последним данным, 595 000 молодых людей экономически неактивны.* In this example, the term ‘economically inactive’ is used instead of ‘unemployed’. The method of calquing was used in translating this expression.

The expiry of the current bailout programme in a month's time could cause liquidity problems for Greek banks, says Raoul Ruparel of the Open Europe think-tank [7]. – *Истечение срока действия текущей программы финансовой поддержки через месяц может вызвать проблемы с ликвидностью у греческих банков, считает*

Рауль Рупарель из аналитического центра Open Europe. In this example, the term

'liquidity problems' is used instead of 'bankruptcy'. The method of calquing was used in translating this expression.

The second group of Euphemisms is related to negative economic phenomena. For example, *After decades of **economic stagnation**, Special Counsellor to the Cabinet of Ministers of Japan, Mr Kanda also sounds an optimistic note about Japan's prospects* [8]. – *После десятилетий **экономической стагнации**, специальный советник Кабинета министров Японии, господин Канда также оптимистично оценивает перспективы Японии*. In this example, the term 'economic stagnation' is used instead of 'economic crisis'. The method of calquing was used in translating this expression.

*But according to a recent study, China's stock market **fluctuations** have been so distressing for some people here in the mainland that they're ending up in the emergency room* [4]. – *Но, согласно недавнему исследованию, **колебания** китайского фондового рынка настолько расстраивают некоторых людей на континенте, что они попадают в отделение неотложной помощи*. In this example, the term 'fluctuation' is used instead of 'instability'. The method of equivalence selection was used in translating this expression.

In addition, euphemisms related to the sphere of economic crime and corruption have also been highlighted. For example, ***Facilitation payments** were the most commonly reported issues recorded by the Institute of Business Ethic' media monitoring during 2013* [4]. –

***Плата за содействие** была наиболее часто упоминаемой проблемой, зафиксированной в ходе мониторинга СМИ, проведенного Институтом деловой этики в 2013 году*. In this example, the term 'facilitation payment' is used instead of 'bribe'. The method of equivalence selection was used in translating this expression.

*A pubwatch group says it has noticed a rise in the number of **funny money** being passed across bars by customers* [4]. – *Группа по наблюдению за пабами утверждает, что заметила рост числа **фальшивых денег**, которые клиенты передают через стойки бара*. In this example, the term 'funny money' is used instead of 'counterfeit money'. The method of equivalence selection was used in translating this expression.

Last but not least, euphemisms used in business and commercial environments. For example, *We show that the speed of **price adjustment** increases as the elasticity of demand rises* [9]. – *Мы показываем, что скорость **корректировки цен** увеличивается по мере роста эластичности спроса*. In this example, the term 'price adjustment' is used instead of 'an increase in price'. The method of calquing was used in translating this expression.

*The loan books could then be stripped of potentially **non-performing assets**, liabilities taken over by government* [10]. – *Кредитные счета могут быть очищены от потенциально **неприносящих прибыли активов**, а обязательства взяты на себя государством*. In this example, the term 'non-performing assets' is used instead of 'losses'. The method of descriptive translation was used in translating this expression.

Having analyzed economic euphemisms, it must be admitted that economic euphemisms shows that they are an important part of the lexical armoury. In mass media texts, economic euphemisms fulfil the function of softening, masking and concealing reality. Their main purpose is to deceive, confuse, manipulate the audience's perception, present negative aspects in a more favourable manner. It was also identified that when translating economic euphemisms into Russian, the most common translation techniques are calquing and selection of an equivalent. It is due to the fact that specific, precise terms and definitions are more in demand when translating texts.

To sum up, economic euphemisms play an important role in shaping public opinion and information perception, especially in an unstable economic situation. Their use in media texts demonstrates how language can soften difficult topics, allowing for a more sensitive and professional dialogue with the public.

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