

ABSTRACT OF THE FINAL QUALIFICATION WORK
of the student of the IV course
of the Institute of international service, tourism and foreign languages PSU
Kurgasova Svetlana Nikolaevna,
(45.03.02 - Linguistics (profile (orientation): The theory and practice of cross-cultural
communication), on the subject
"LINGUOCULTUROLOGICAL HANDLING OF CONSCIOUSNESS BY MEANS
OF EUPHEMIZATION PROCESSES
(on the material of the Russian and English languages)"

Research supervisor of the final qualification work: assistant professor V.V. Elkin
(PhD)

This final qualification work is devoted to the phenomenon of speech euphemization and also the related handling of consciousness in the aspect of political correctness on the material of the Russian and English languages.

The relevance of the researched subject is caused by the big scale of spheres of use of euphemisms and also the increasing popularity of use of these lexemes for the purpose of implementation of political correctness. The insufficient amount of stored material about this language group should also be taken into account. Besides, the study of the matter is represented to be useful not only from the point of view of linguistics and social information technologies, but also from the point of view of the object of handling, existence of certain knowledge of mechanisms and means of manipulative influence at which can promote framing of protective measures against different manipulations.

The object of the research is the English and Russian euphemisms and euphemistic expressions provided in the aspect of politically correct behavior.

The subject of the research is the manipulative potential of euphemisms and euphemistic expressions, the options of manifestation of their manipulative function in the Russian and English media.

The aim of the research is the determination of the essence, nature and classification of euphemisms, the principles of their manipulative impact on the individual and also a complex research of the phenomenon of political correctness.

According to the aim, it is possible to define the following **tasks**:

- 1) determination of the linguistic specifics of euphemisms;
- 2) study of the existing classifications and spheres of influence of the phenomenon of euphemism;
- 3) detection of the manipulative behavior by means of the process of euphemization of the message;
- 4) acquaintance with the history of influence English Americanisms on the Russian language and the standard of speech;
- 5) definition of the concept of political correctness, its function and methods of implementation in the modern society on material of the Russian and English languages.

The tasks set during this research demanded the complex application of the

following **methods**: the method of continuous selection, the method of the quantitative analysis of the revealed euphemisms from the point of view of their scope and methods of education, the method of the analysis of dictionary definitions, the method of the contextual analysis of the meanings and also the descriptive method including observation, systematization, generalization and interpretation of the material.

The theoretical basis of the research is composed of the scientific works of both domestic and foreign scientists dealing with the problems of euphemia (A.M. Katsev, V.M. Aristova, V.V. Vinogradov, G. Schiller, etc.). The phenomenon of handling consciousness and political correctness were described with the support of the works of such scientists as N.G. Komlev, E.I. Sheygal, V.I. Zobotkina, G.D. Tomakhin, etc.

Russian and English texts of mass media and the specialized printing and electronic reference media became the sources of the empirical material.

The scientific novelty of the conducted linguistic research consists in the perspective of viewing the process of euphemization of speech which became rather trivial through the prism of assessment of manipulative impact on the consciousness of the Russian-speaking individuals.

The theoretical significance of the research is caused by the contribution which it makes to the study of the processes of globalization, cross-cultural communication and loaning. The results of the research can find the reflection and application in the theoretical courses of the theory of cross-cultural communication, lexicology, linguoculturology and also when writing term and final qualification papers.

The practical value is determined by the possibility of use of the achieved practical results, namely the glossary of the euphemisms found in the course of the research, on master classes and practical training of the students and other persons intending to leave abroad in the aspect of the adequate cross-cultural interaction with the representatives of other linguocultures, in particular, the English one.

The aim and tasks determined the logic of presentation and **structure of the work**. It includes the introduction, three chapters, the bibliography and the subject glossary presented in the table form.

In **Chapter 1** the phenomenon of euphemia is described, the classification of euphemisms is given and the concept of political correctness is considered.

Chapter 2 is devoted to the phenomenon of handling consciousness through the processes of euphemization and influence of English Americanisms on the Russian language.

Chapter 3 includes a practical output of the theory of political correctness in the form of the glossary of euphemisms consisting of English politically correct euphemisms, their interpretation and also of their Russian equivalents taken from the dictionary of E. Senichkina.

In **the Conclusion** the results of the conducted research are provided.

The glossary of the euphemisms revealed in the course of the research based on the subject rubrication is given in **the appendix**.