Subject matter: Structural, semantic and cognitive peculiarities of the euphemisms and politically correct terminology in diachronic aspect (based on the examples of Russian and English languages).

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Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropol Krai.

Topicality of the research: The topicality of the research is conditioned by the insufficient attention to the problem of euphemisms together with rising interest to the matter. Euphemisms are strongly connected with the changes in social sphere which exert certain influence upon modern language.

Tasks of the research: the objectives are the following: to analyse and systematize the key theoretical theses and points, to summarize the results of the previous research of the topic; to define the essence of euphemisms and their main features; to classify and describe euphemisms and find connections and regularities within this classification; to systematize the reasons of euphemisation and spheres of euphemisms usage; to analyze peculiarities of translation of euphemisms into Russian and main ways of overcoming the intercultural divergences.

Theoretical significance of this work lies in studying and describing the structural, semantic and cognitive characteristics of euphemisms and politically correct terminology which can be useful in the field of translation, lexicology and intercultural communication.

The practical significance of the study is the further study of euphemisms as a linguistic and cultural problem with following usage of its results as reference material within the sphere of such subjects as linguistics, intercultural communication, cognitive linguistics, sociology, psychology.

Results of the research: This graduation qualification paper is devoted to description and systematization of English and Russian euphemisms and politically correct terminology, analysis of the key features of these phenomena. The main theoretical approaches were analysed and summarized in order to get full and varied picture. All the aspects mentioned are discussed in the first chapter of the paper. The second chapter of the paper is dedicated to structural, semantic and cognitive characteristics of euphemisms and ways of their description and classification. On the basis of the linguistic corpus of 523 euphemisms and politically, correct terms was calculated the percentage of different kinds of the units concerned. These data were compared and estimated as well with representation in graphic form. On the basis of texts and examples were stated the most common and efficient ways of the translation of euphemisms.