MANIPULATIVE USE OF EUPHEMIC EXPRESSIONS IN PUBLICIST TEXTS

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The mass media, known as the "fourth power," have the ability to significantly influence the social patterns of states and societies. But this influence should not contradict the unchanging principles of journalism. Undoubtedly, the most important of these principles is the impartial dissemination of information. Naturally, the use of neutral words in journalistic text is an important aspect in ensuring objectivity.

In journalistic texts, euphemistic expressions do not hinder the objective delivery of information to the reader when they soften and "curtain" the inappropriate meaning, which is considered a primary feature, but on the contrary, they further expand the scope of cultural communication. However, these linguistic means are not always used in journalistic texts in terms of their cultural nature.

Currently, in the Uzbek press, the euphemistic expression "black market" is used in the sense of "illegal currency trade." For example, is anyone interested in the Black Market?" This article contains critical comments on the system of illegal currency exchange and advocates that this activity should be fully transferred to the state.

In the international media, the black market also signifies "human trafficking." In our opinion, the combination of human trafficking itself is a separate euphemistic phraseological unit. In particular, human trafficking also refers to dysphemistic expressions such as free labor, labor, and the sale of slaves through deception, implying the forced sale of a person.

The term "shadow economy," which is often used in today's journalistic texts, is also synonymous with the term "black market." It is "illegal, tax-free, secret production, secret income-generating, forbidden activity." This euphemistic expression also serves to conceal the true truth. Another occasional euphemism is used to express the meaning of defense expenses "military expenses." Although the word defense is used here, in practice it often includes the meaning of "aggressive actions" or "arms costs."

Expressions such as peacekeeping operations (actually military operations), economic growth (sometimes used against the backdrop of inflation or recession) also help maintain the political image of the government to the people in journalistic texts.

For example: "AP: The United States is allocating $275 million in military aid to Ukraine." The euphemistic expression "military aid" refers to "arms necessary for war." This euphemistic expression implies hiding the truth through race.

Also, peacekeeping forces are a combination with a stable and euphemistic characteristic of journalistic texts. When referring to peacekeeping forces, the concept of "fighting soldiers" is used in a softened form, sometimes in a manipulative function.

Analysis shows that euphemistic units expressing manipulative purpose are formed more occasionally, based on the author's subjective attitude. That is, in our national journalism, there is little experience in using euphemistic expressions in the form of a single

word, which serve to hide existing reality and thereby encourage some action. Euphemisms consisting of one word are mainly used to soften the meaning or to veil the expression in accordance with the boundaries of mentality.

For example, the euphemistic meaning of words such as besoqolbozlik, mojaro, sanksiya, inqiroz (as a substitute for the words "decrease, disaster") remains outside the text. The euphemistic properties of the examples analyzed above are not manifested outside the text.

However, in recent years, some words used in the media have moved into the language of general communication and are used within the framework of manipulative interests within the text. One example of this is the word "reform." Although the reform in its meaning implies positive changes, it can serve to hide the true truth when characterized by areas. For example, the combination of administrative reforms is used to conceal "reduction of jobs or organizations" or "privatization." Therefore, in journalistic texts, the word "reform" deviates from its original meaning.

For example: reducing 30 ministries to 15 is not a reform. Just one day before the end of 2022, major job transfers were carried out in the government of Uzbekistan...These job transfers, which are called "administrative reforms," caused many to be amazed.

Therefore, the use of euphemisms for manipulative purposes hinders the reader's correct understanding of reality, as these expressions promote certain interests rather than a clear and open description of reality. Therefore, the use of euphemisms as a manipulative tool leads to different conclusions in the public perception of the event and can negatively affect their decision-making process. Therefore, the use of euphemistic expressions in journalistic texts for this purpose contradicts the principle of objectivity in the dissemination of information.

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