

**A Pragmatic Study of Euphemisms in Cable News Network  
(2003- Present)**

---

**Hanaa Abdellah Al-Sayed** (\*)

---

**Abstract**

The present study aims to explore the strategies, functions and styles of euphemisms mentioned in Cable News Network (CNN) from 2003 to present. The study adopted the models of Warren (1992) and Allan and Burrige (1991) to investigate the strategies of euphemism. Moreover, Burrige's (2012) categorization and Allan and Burrige's (1991) classification were employed to explore the functions and styles of euphemism, respectively. The results demonstrated that metaphor, which was employed (6) times with a percentage of (14.3%), was ranked first. The least frequent strategies were colloquial or common terms and particularization. Protective euphemism was ranked first; it occurred (15) times with a percentage of (53.6%). Cohesive euphemism, which occurred once (3.6%), was the least frequent. Formal style, which occurred (14) times with a percentage of (51.9%), was ranked the highest. Consultative style was classified as the lowest; it appeared only once with a percentage of (3.7%).

**Keywords:** Euphemism, Protective euphemism, Cohesive euphemism, Formal style, Consultative style

**Introduction**

**1.1 Context of the Study**

---

(\*) Language Instructor, Languages & Translation Center, Faculty of Arts, Sohag University.

This paper is part of Ph.D thesis entitled: " A Pragmatic Study of Euphemisms in some Local and Global News Media (2003- Present)". Supervised by Prof. Bahaa-eddin M. Mazid- Faculty of Languages – Sohag University & Dr. Haris Noureiddin Fayez- Faculty of Languages, Aswan University.

### **1.1.1 Concept and Significance of Euphemisms**

Interlocutors resort to euphemism as a linguistic shelter that protects them from the effrontery of explicit words and events and helps embellish their words. In their daily conversations, people frequently use euphemism because it empowers them to handle both familiar and unfamiliar topics freely. Moreover, it helps them express their ideas when the context of communication does not offer a shared perceptual environment with their recipients, as in the case of news media. In such contexts, euphemistic terms help communicators coordinate their perceptions and actions toward the accomplishment of a shared goal.

Euphemism is a communicative strategy used to frame polite or less offensive language and to save people's public face in communication. Burchfield (1985) claims that "a language without euphemisms would be a defective instrument of communication" (p. 23). Euphemistic expressions soften the reality of what we communicate to a given reader or listener and express what is socially difficult (Alkire, 2002).

### **1.1.2 Language of News Media**

It is necessary to explore the language of news discourse on conflicting issues to identify the role that language plays in constructing people's perceptions through the use of certain discursive strategies. Wodak and Meyer (2009) define these discursive strategies as "a more or less intentional plan of practices adopted to achieve a particular social, political, psychological or linguistic goal" (p. 94). Similarly, Reisigl and Wodak (2009) define discursive strategies as intentional plans of discursive practices and tactics employed in discourses to achieve a particular linguistic goal and serve a certain social, political or psychological purpose. More specifically, this goal, as Mautner (2008) defines it, is mainly to manipulate the facts about the reported events to position the recipients into adopting a certain point of view. Here comes the function of euphemisms adopted in CNN that tends to employ the

language as a way to deliver certain messages or ideological orientations.

## **1.2 Objectives of the Study**

*The present study aims to:*

1. Identify the strategies of euphemisms adopted in CNN from 2003 to present.
2. Investigate the styles of euphemisms mentioned in CNN from 2003 to present.
3. Examine the functions of euphemistic terms stated in CNN from 2003 to present.

## **1.3 Problem of the Study**

There is a gap in exploring the language of CNN. This study aims to bridge the hiatus in the literature by addressing the strategies, functions and styles of euphemisms in the aforementioned source of news media. The study seeks to address the problem by raising the three questions below.

## **1.4 Questions of the Study**

1. What are the strategies of euphemisms adopted in CNN from 2003 to present?
2. What are the functions of euphemistic terms stated in CNN from 2003 to present?
3. What are the styles of euphemisms mentioned in CNN from 2003 to present?

## **1.5 Scope of the Study**

The study explores the strategies, functions and styles of euphemisms that CNN has adopted to soften and manipulate the negative impact of news from 2003 to present. This period was selected because it has witnessed tremendous events, including wars, presidential elections, demonstrations, revolutions and outbreaks of infectious diseases, such as bird flu, swine flu, COVID-19 and monkeypox.

## **1.6 Significance of the Study**

The significance of the present study stems from the novelty of the topic it addresses, so it presents an academic reference. It also benefits those immersed in studying linguistics, specifically pragmatics, because it sheds light on a theory that has not been immensely addressed in the literature covering local and global news media. To the researcher's knowledge, few studies covered the strategies, functions and styles of euphemisms on CNN. Hence, it helps future researchers who tend to conduct studies relevant to the employment of euphemisms in news media, especially the ones that prioritize political, economic, social, health and sports issues.

## **2. Review of the Literature**

### **2.1 Euphemism Theory**

Harandi and Jahantigh (2017) explored how critical discourse analysis played a vital role in unraveling hidden ideas by scrutinizing the presence of power in political speeches through undertaking rigorous scrutiny of five speeches by John F. Kennedy and Barack Obama, whose campaigns were extensively supported due to employing rhetorical language. The results revealed that their success was based on their manipulation of different linguistic and literary devices, such as parallelism, euphemism, alliteration and metaphor. Moreover, their special discourses empowered them to reinforce values, such as unity, a sense of bond and nationalism, in their electoral campaigns and afterward in their administration.

Al-Khasawneh (2018) explored the euphemistic strategies used in Saudi Arabic and American English. The sample comprised (145) university students (78 Saudis and 67 Americans). A questionnaire by Rabab'ah and Al-Qarni (2012) was used to collect the data for the study. The results revealed that the participants adopted various strategies, such as deletion, synonyms, metaphor, understatement, part-for-whole,

overstatement and jargon. The most frequent strategies used by the Saudis were part-for-whole, understatement, and general-for-specific. The American participants tended to use taboo words, general-for-specific and synonyms more frequently than the other strategies. Furthermore, there was no relationship between strategy choice and gender. Moreover, the Saudis employed euphemistic strategies more than the Americans.

## **2.2 Euphemism in Media**

Mazid (2004) explored the use of euphemism and dysphemism in the war-on-Iraq discourse in a few relevant documents and news reports. A quadrant of euphemizing and dysphemizing was identified. Positive representation of self and negative representation of other were the realizations of the strategic functions of legitimizing and delegitimizing, and these were, in turn, important tools of war propaganda and counter-propaganda.

Ryabova (2013) covered euphemisms and their role in mass media communication as a general framing device used in the organization of information and the thematization of accounts of events and issues. The study manifested that euphemization, as a process of ideological framing in media communication, was a common phenomenon across languages and cultures. In media, stories about social problems were often euphemistically framed, focusing on people rather than principles and single events rather than themes. Moreover, they were understandable proximate causes rather than deeper and more complex causes. This choice of framing influenced the attribution of responsibility for the problems, the casual attribution and the remedies that would be chosen to ameliorate the problems in question. In addition, the media would often find some person to blame for a problem, but without a deeper focus on the social structure that caused the problem. They resorted to ambiguity, i.e., euphemisms and frames. Therefore, the media might not reframe the issue once a particular interpretation was applied to a conflict.

### **2.3 Euphemisms in Political Speeches**

Abidi (2015) explored the euphemistic constructions that featured Blair's political discourse in Iraq war in 2003. The critical scrutiny of this rhetorical strategy revealed that, along with being a function of social cognition, euphemism was constrained and organized by the epistemic knowledge device (K-device) of Blair's context model. The results demonstrated that Tony Blair opted for euphemism, as a source of transgression, to legitimize his political actions and sustain his ideological or hegemonic ends, avoid any potential political discomfort, mitigate face-threatening acts and promote the positive-self presentation and negative-other presentation.

Takoua (2015) examined the excessive use of euphemism in political discourse as well as its features, functions and the role it played in altering peoples' ideologies. The results demonstrated that euphemism was employed in political discourse for manipulative purposes. More precisely, politicians employed various features and functions of euphemism to disguise the truth, escape criticism, change peoples' ideologies to their favor and create an impressive public image for themselves under the umbrella of politeness.

## **3. Theoretical Framework**

### **3.1 Euphemism as a Sociolinguistic Phenomenon**

Neaman and Silver (1983) define *euphemism* as "a food of favorable interpretation of a bad word" (p. 4). The term is derived from the Greek word "euphēmē" (eu: "sounding good or well" and phēmē: 'speech' or 'saying') (Rawson, 1981, p. 1). Thus, it means speaking pleasantly and substituting an offensive or unpleasant term for a more explicit offensive and derogatory one; thereby, veneering the truth using tactful words. Kany (1960) claims that euphemism is how a disagreeable, offensive or fear-instilling matter is designated with an indirect or softer term. For their own sake and that of the hearers, the speaker constantly deploys euphemisms to disguise an unpleasant truth, veil an offense or palliate

indecency. Ullmann (1962, p. 231) describes euphemism as an "inoffensive substitute" presented to replace the prohibited word based on the inherent psychological motive (terror, courtesy, decency or politeness). This technique entails replacing a word with offensive connotation with another expression that makes no apparent reference to the unpleasant side of the topic, and may even be a positive misnomer.

Euphemism is associated with self-image; for example, Widdowson (1990) asserts that "those participating in conversational encounters have to have cared for the preservation of good relations by promoting the other's self-image, by avoiding offense" (p. 110). This view shows the motivation behind euphemism, i.e., the preservation of good relations and the idea behind face theory which concerns the preservation of self-image. Baker (2011) states that communities with different cultures have dissimilar norms of polite behavior, as well as different ideas about what taboo is. Sex, religion and defecation are taboo subjects in many societies, but not necessarily to the same degree within similar situations.

Warren (1992) claims that euphemisms may be contextual, conventional or dead. Purely contextual euphemisms are non-formations, conventional euphemisms are euphemisms that were originally contextual but have established themselves and become dictionary meanings and dead euphemisms are words still in use in the euphemistic sense but have lost the euphemistic impact they previously had.

### **3.1.1 Euphemism and X-Phemisms**

Allan and Burridge (2006) created the term *X-phemisms* to refer to "the union set of orthophemisms, euphemisms and dysphemisms" (p. 29). They also add that interlocutors frequently use the term euphemism (Greek eu 'good, well' and pHEME 'speaking') (p.29), but they rarely adopt its counterpart dysphemism (Greek dys-'bad, unfavorable') (p.29). Allan and

Burridge coined a new term *orthophemisms* (Greek ortho-proper, straight and normal) (p. 29) to denote direct and formal expressions that are neither as blunt and/or harsh as dysphemisms nor as sweet-sounding and nice as euphemisms.

Allan and Burridge (2006) state that in interpersonal communication, people might also turn to two in-between concepts— *euphemistic dysphemisms* and *dysphemistic euphemisms*. They are expressions inconsistent with the interlocutors' intentions. More formally, the locution (the form of words) disagrees with the reference and illocutionary point of the utterance (i.e., what the speaker is doing in making the utterance). People resort to *euphemistic dysphemisms* because they “may feel the inner urge to swear, but at the same time may not wish to appear overly coarse in their behaviour” (p. 39). For instance, “Fuck!” is a swear word that signifies disgust, anger or annoyance and is usually perceived as a dysphemism. However, speakers can intentionally change the pronunciation of words when censoring their language. Therefore, “Fudge!” or “Frick!” are phonological remodelings of the word and examples of *euphemistic dysphemisms*. The expressive exclamation *Shit!*, which denotes anger and frustration, is a dysphemism. However, its remodeled forms *Sugar!*, *Shoot!*, *Shivers!* or *Shucks!* are euphemisms (p. 39). Compared to *dysphemism*, *euphemistic dysphemism* cause less face loss and offense.

On the other hand, *dysphemistic euphemisms* refer to lexical units displaying “friendship, solidarity, affection or intimacy despite their dysphemistic locution” (Crespo-Fernández, 2015, p. 46). Allan and Burridge (2006) state that some locutions are dysphemistic, but the illocutionary point is euphemistic. Calling *a good mate an old bastard* or *silly little dag* reflects the employment of dysphemistic euphemism. Other examples are flippant expressions for death like *call it quits*, *croak*, *cock up one’s toes*, *buy the farm*, *bought it*, *kick the bucket*, *peg out*, *conk out* and *cark it* (p.39).



### 3.1.2 Euphemism and Doublespeak

Considering euphemization as a sort of deceptive communication equates it with the practice of doublespeak or doubletalk. Such a practice, according to Lutz (1989) and Crespo-Fernández (2006), refers to the language that is willfully manipulated and constructed to make the illogical seem logical, the unspeakable sound speakable and the blamed look blameless. Fundamental to doublespeak practice is the notion of incongruity, which denotes the inconsistency between what is said or left unsaid and what is between the fundamental function of language and what doubletalk does, i.e., misleading, deception, evasion and obfuscation (Lutz, 1989).

*Lutz (1989) classifies doublespeak as follows:*

1. Jargon: Language used by the participants of a well-defined group, such as lawyers, accountants, doctors, engineers, educators or mechanics, to communicate rapidly, obviously and competently. Like euphemism, jargon can be used appropriately and inappropriately, i.e., to deceive according to the consequences the person seeks or the situation.
1. Gobbledygook (bureaucratese): Long sophisticated words used in long convoluted sentences to confuse the audience and conceal the real issue of the discourse. It is probably the easiest type of doublespeak to perpetrate on an unsuspecting audience because what is required is to endlessly pile on words and overwhelm the listeners with bigger words and longer sentences.
2. Inflated language: Puffed-up, important sounding words used to give commonplace things and events an elevated glowing appearance. Such language makes the normal seem abnormal and gives value to unimportant persons, situations or things. It also does not cause much misleading. For instance, *car mechanics* may be called *automotive internists* and *pre-owned* or *experienced cars* replaces *used cars* (p. 2).

3. Euphemism: An inoffensive or positive word or phrase that softens painful reality and makes the topic less frightening or threatening.

### 3.1.3 Types of Euphemism

Samoškaitė (2011, pp. 13-15) states that euphemism is used in six semantic fields:

1. Professional euphemisms: They are used to make low-paying or indecent jobs, especially those comprising more physical than mental work, more prestigious. For example, *road sweeper or dustman* are transformed into *cleaning operative* and *hairdresser* turns into *beautician*. Loan words also euphemize some professions; for example, in Egypt, "سمسار" (broker) is called "بروكر", "بواب" (janitor) is converted to "سيكيورتى", "حلاق السيدات" (hairdresser/hairstylist) is called "كوافير" and "سائق" (driver) changes to "شوفير".
2. Disease euphemisms: They are utilized to minimize the harshness of some illnesses, whether physical, mental or psychological. Allan and Burrige (2006) add that the abbreviations PLWA or PLA (person living with AIDS) and PWArcs (person with AIDS-related complex) replaced PWA (person with AIDS) (p. 218). In Egyptian Arabic, we say (المرض الوحش) (the bad disease) instead of "سرطان" (cancer) (Enab, 2020, p. 23).
3. Death euphemisms: As death is a horrible topic in multiple communities, people tend to avoid mentioning it directly and attempt to tone down the way it is expressed. It has numerous softer-sounding expressions, such as *breath one's last, fall asleep and he worked until he breathed his last* (Samoškaitė, 2011, p. 14).
4. Sex euphemisms: They are employed to avoid directly addressing sex and related acts; for example, *willing woman* replaces *loose woman*, *gay boy* replaces *male homosexual* and *lost girl* substitutes

*prostitute* (Samoškaitė, 2011, p. 14). In Arabic, some people use the term *مِثْلِي* instead of *شاذ* to refer to a homosexual person. Also, the expression *يمارس الحب* (making love) is sometimes used to refer to having sex less offensively (Enab, 2020, p. 25).

5. Crime euphemisms: In the field of crime, *family* substitutes *Mafia*, *the candy man* replaces *drug pusher* and *hero of the underground* substitutes *pickpocket* (Samoškaitė, 2011, p.14). The term *(الأب الروحي)* (the godfather) is sometimes used in Arabic to refer to the head of the gang (Enab, 2020, p. 25).
6. Political euphemisms: Since the function of euphemisms is to reduce the unpleasantness of a term or a notion, it is normal that the government's announcements adopt them to understate and conceal facts. In Arabic, for example, the term *"تطهير عرقي"* (ethnic cleansing) is used as a substitute for *"إبادة جماعية"* (genocide) (Enab, 2020, p. 26).

### **3.2 Strategies of Euphemism**

#### **3.2.1 Warren's (1992) Model**

Warren (1992) claims that an utterance turns to a euphemism when the hearer conceives that the speaker adopts polite and tactful words or expressions to address a sensitive issue. She proposes three prerequisites for that definition: i. The topic of conversation is a sensitive one or denotes an unpleasant thing (e.g., death, health, crime, politics and sex), ii. The stated utterance has to be indirect or less offensive than other alternatives, and iii. The listener finds that the speaker is obliged to use that statement due to embarrassment or offensiveness of the issue.

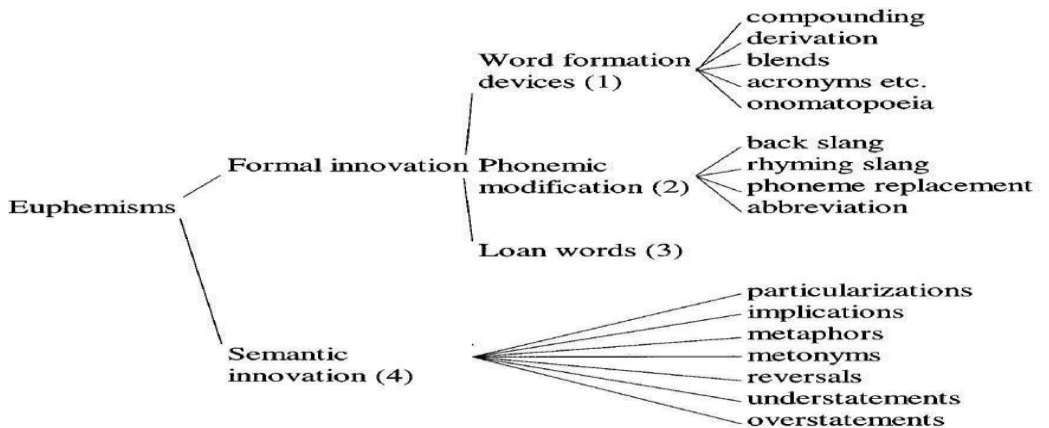


Figure (1): Classification of euphemisms (Warren, 1992, p.134)

Warren's (1992) model involves four devices for euphemism formation: Word formation devices, phonemic modification, loan words and semantic innovation.

i. Word formation devices

- Compounding: Two or more inoffensive words are combined to form a euphemism for a taboo; for instance, “comfort station” for “lavatory” (Warren, 1992, p. 6), and “hand job” for “masturbation” (Samoškaitė, 2011, p. 15).
- Derivation: It is formed by modifying a loan word and adding a prefix or a suffix from the native language to its base, as in “celibacy”, which is modified from Latin “caelibatus” (life without love/sex) (Rabab’ah & Al-Qarni, 2012, p. 732).
- Blends: Warren did not provide examples for the use of “blends” in formal innovation of euphemisms. In psycholinguistics, the term ‘blend’ is used when “two words are amalgamated into one” (Aitchison, 1994, p. 91).
- Acronyms: They are pronounced like words rather than a list of letters, such as AIDS (Acquired Immune Deficiency Syndrome).

- Onomatopoeia: Mimicking the sound of a taboo word, e.g., “piss” for “urinate,” the sound of urine hitting the toilet is adopted to refer to urination. ii. Phonemic modification. "The form of an offensive word is modified or altered according to certain rules" (Warren, 1992, p.133). It involves four subcategories:
  - Back slang: Words are reversed to avoid explicit mention, e.g., 'enob' (bone) (Rawson, 1981, p.88) and 'epar' (rape) (Warren, 1992, p.133).
  - Rhyming slang: Uttering an inoffensive word that phonetically rhymes with a dispreferred or taboo word, such as “kitt” for “shit” and “grundies” for “undies (i.e., underpants) (Hassanein, 2013, p. 138)
  - Phonemic replacement: Replacing a sound of the offensive term, e.g., *divil and divel* (*devil*); *Gad, Gosh and Golly* (*God*) and shoot (shit). Rawson (1981) terms it "a euphemistic mispronunciation" (p. 254).
  - Abbreviation: Compared to acronyms, abbreviations do not form proper words, so they are pronounced as strings of letters. For example, “S.O.B” for “son-of-a-bitch” (Allan & Burrige, 1991, p. 235).
- iii. Loan words: Borrowing words from other languages to function as euphemisms. For example, the Latin word “perspire” instead of “sweat” and the French word “mot” for the female sexual organ (Allan & Burrige, 1991, p. 95).
- iv. Semantic innovation: In this case, a "novel sense for some established words or word combination is created" (Warren, 1992, p. 133). It involves the seven following categories:
  - Particularization: It occurs when a general term is utilized in a particular context to denote an offensive word or expression. For example, “clean” for “sexually disease-free” (Hassanein, 2013, p. 139) or “satisfaction” for “orgasm” and “innocent” for “virginal” (Linfoot-Ham, 2005, p. 232).

- Implication: Warren (1992) warns against the possible misconception of this sort of euphemism, although it is common in numerous instances of semantic innovation. In this case, several steps are required to understand the intended meaning of the implied word, e.g., “sleeper” for someone who sleeps around for sex (Hassanein, 2013, p. 140); "loose", which implies "unattached" and results in the interpretation "sexually easy/available"(Linfoot-Ham, 2005, p. 232).
- Metaphor: "A figure of speech in which a term that ordinarily designates an object or idea is used to designate a dissimilar object or idea to suggest comparison or analogy" (The American Heritage Dictionary, n.d.). It also denotes describing one thing in terms of another based on a supposed similarity. Cameron (2008) argues that the three components of metaphor are the tenor, the vehicle and the ground. The tenor is the person or thing being described; the *vehicle* is the image used for description. In the line "of this great hive, the city" (Abraham Cowley), the tenor is the city, the vehicle is the beehive, and the ground is that both are busy and congested. A multitude of colorful metaphorical euphemisms surround menstruation, centering around 'red', e.g., "the cavalry has come"- a reference to the red coats of the British cavalry, 'it's a red-letter day' and 'flying the red flag,' (Allan & Burridge, 1991, p. 82).
- Metonymy (General-for-specific): Referring to something with something closely linked, e.g., "crown" for "authority", “person” for “penis”, and “I will go to the bathroom” for “go to urinate/excrete” (Allan & Burridge, 1991, pp. 17-18).
- Reversal (irony): The use of antonyms ironically or spontaneously to mean the opposite of a taboo or offensive word, e.g., “blessed” for “damned” and

- "enviable disease" for "syphilis" (Linfoot-Ham, 2005, p.232).
- Understatement (litotes): A figure of speech in which a positive is stated by negating its opposite, e.g., no small victory, not a bad idea, not unhappy. The euphemistic substitutes that reflect understatement are “general-for-specific” euphemisms, expressing only part of the truth (Allan & Burrige, 1991). Bakhtiar (2012) reports that physical and personality characteristics are also stylistically changed by employing understatement. For example, with little hair, without sight, with heavy ears, with good condition, and short-handed replace bald, blind, deaf, rich and poor (p.11).
  - Overstatement (Hyperbole): "Upgrading a desirable feature of the referent" (Crespo-Fernández, 2014, p. 10). Instances include "flight to glory" (death) and those falling under Rawson's (1981, p.11) "basic rule of bureaucracies: the longer the title, the lower the rank"; for example, "visual engineer" (window cleaner) and "personal assistant to the secretary" (cook) (Rawson, 1981, p. 11).

### 3.2.2 Allan and Burrige's (1991) Model

In addition to Warren's (1992) classification, Allan and Burrige (1991) add the following strategies:

-*Jargon (Learned Words)*: Using technical terminology to refer to a taboo word. For example, using “feces” instead of “shit” (Allan & Burrige, 1991, p. 20).

-*Colloquial or Common Terms*: Utilizing colloquial terms rather than formal ones, such as using “period” for “menstruate” (Allan & Burrige, 1991, p. 20).

-*Flippancies*: Being less serious to seem funny, such as “kicked the bucket” for “die.”

-*Idioms*: Idioms are expressions whose meanings cannot be inferred from the meaning of their parts (Mohammed & Majeed, 2018). They suppose that euphemisms and idioms

share some common aspects. Similar to idioms, the type of lexical relation of euphemisms becomes synonymous. For instance, the expressions *at rest* and *at peace*, which show a more formal polite social image of the dead person, are synonymous to dead.

-*Clipping*: Burrige (2012) defines it as "shortening"; for example, the end-clipping of *geriatric* to produce *geri* (p.75). According to Allan and Burrige (1991), it denotes removing a part of the word as in "Jeez" for "Jesus" or "bra" for "brassiere" (p. 16).

-*Circumlocution*: To say something in a roundabout way, such as "little girl's room" for "toilet" (Allan & Burrige, 1991, p. 16).

-*Part-for-whole (synecdoche)*: Using a part of something to refer to the whole of it. For example, "spend a penny" for "go to the lavatory" (Allan & Burrige, 1991, p. 18).

-*Associative engineering*: It demonstrates the change in the meaning of words and phrases. In addition, meanings can be categorized into denotative and connotative. Leech (1974) argues that denotation is the direct literal meaning of a word, phrase, or sentence, as distinct from its connotation, which is the additional, suggested meaning and the implied or associated idea.

### **3.3 Functions of Euphemism**

Burrige (2012) proposes (6) functions of euphemism, as follows: To shield and to avoid offense (the protective euphemism), to mystify and to misrepresent (the underhand euphemism), to talk up and to inflate (the uplifting euphemism), to reveal and to inspire (the provocative euphemism), to show solidarity and to help define the gang (the cohesive euphemism) and to have fun and to entertain (the ludic euphemism).



### **3.4. Styles of Euphemism**

The addresser has to prioritize the style of language they use to render communication effective and purposeful. To make an utterance, the speaker chooses specific forms to respond to the degree of formality, informality and familiarity appropriate for the utterance in the context (Allan & BurrIDGE, 1991). Joos (1967) defines five levels of formality: Frozen, formal, consultative, casual and intimate. Intimate style is less formal than casual, casual is less formal than consultative, and so forth. Accordingly, the five levels are listed as follows: Frozen > formal > consultative > casual > intimate. Style differs based on the addressee and the addresser, whether we speak or write, the place we exist in and the time the utterance occurs, the topic we address and our feeling towards the entire situation. The style changes according to the modification of the aforementioned aspects. Any given utterance involves several stylistic choices, i.e., lexical choices, grammar, pronunciation and paralinguistic features, such as gesture and facial expression.

## **4. Methodology**

### **4.1 Type of Research**

This is a qualitative-quantitative study. It adopts the quantitative approach to show the relevant numbers and percentages, which help present detailed results. Moreover, the findings, represented in the form of numbers or percentages, support the interpretation of the highest and the lowest frequency of the euphemistic terms stated in the two sources of news media. The collected data are analyzed quantitatively. Then, a qualitative analysis is carried out to interpret and support the statistical analysis.

### **4.2 Data Description**

CNN is a multinational cable news channel headquartered in Atlanta, Georgia, the U.S. It is owned by CNN Global, which is a part of Warner Bros, Discovery. It was founded in 1980 by American media proprietors Ted

Turner and Reese Schonfeld as a 24-hour cable news channel. Upon its launch in 1980, CNN was the first television channel to provide 24-hour news coverage and the first all-news television channel in the United States.

### **4.3 Analysis**

This is a qualitative-quantitative study. The following steps are adopted in analyzing data: (1) categorizing data according to the models of Warren (1992), Allan and Burrige (1991), Linfoot-Ham (2005), Huang (2005), Burrige (2012) and Crespo-Fernández (2014) of the strategies of euphemism; Burrige's (2012) categorization of the functions of euphemism and Allan and Burrige's (1991) classification of the styles of euphemism, (2) interpreting the data obtained from each category according to euphemism theories and (3) drawing conclusion based on the analysis.

### **4.4 Models/Tools**

Following the models surveyed in the chapter "Theoretical Framework", the study starts with the models of Warren (1992) and Allan and Burrige (1991) to investigate the strategies of euphemism. The study also adopts the models of Linfoot-Ham (2005), Huang (2005), Burrige (2012) and Crespo-Fernández (2014). Moreover, Burrige's (2012) categorization and Allan and Burrige's (1991) classification are employed to explore the functions and styles of euphemism in the aforementioned news media.

## **5. Analysis**

December 13, 2003

**Bush: Saddam 'no longer in power'**

President Bush said Friday the priority of U.S.-led military forces in Iraq now is "to rid the Iraqi people of any vestiges" of Saddam Hussein's regime.

Euphemistic (no longer in power)  
Term



Euphemistic Transfer (overthrown/dismissed)

The phrase “no longer in power” is classified as a compounding strategy that comprises two terms "no longer" and "in power". Bush replaces deposed or dismissed with "no longer in power" to softly deliver the news to the resisters in Iraq. Moreover, he knows that this piece of news may aggravate the situation against the U.S.-led military forces there. His words assert that the American troops have full authority over Iraq after capturing the Iraqi president. Furthermore, the expression above is frequently employed to mitigate the situation when a president or a king is dismissed. It manifests that Saddam Hussein, as the president of Iraq, is no longer entitled to enact laws or regulations due to withdrawing the enforcement powers.

The function of euphemism in this example is to inform (i.e., convey new information) that Saddam Hussein is deposed or dismissed, but Bush says it indirectly utilizing underhand euphemism that does not reflect the truth as it is adopted to camouflage America's real plan, i.e., to murder Saddam Hussein and so occupy Iraq. This expression also causes deception because it reduces the Americans' feelings of responsibility for Saddam's horrible destiny. Moreover, it creates a psychological distance between the American leadership and its actions.

The phrase "no longer in power" is classified as a formal style because the meaning cannot be worked out from its separate parts. “No longer" means away from the place, and “in power" denotes the amount of political control a person or a group has in a country. Hence, "no longer in power" means that people are not in a position to legislate laws and regulations or to give instructions. Saddam, as the president of Iraq, is

deposed, so he is no longer entitled to carry out any presidential duties.

## 5. 2 Euphemisms in the Social Discourse

July 23, 2012

Former Egyptian spy chief Suleiman **laid to rest** in Cairo

The funeral for Omar Suleiman, Egypt's former spy chief, took place amid tight security Saturday, attended by several thousand mourners, politicians, religious scholars and military leaders.

Euphemistic (laid to rest)

Term



Euphemistic Transfer  
(buried)

Death is a very melancholic and mournful issue that news media, whether printed or visual, avoid addressing directly, so they frequently present it euphemistically and subtly to minimize peoples' sorrow and agony. For example, the writer avoids saying "bury", which is related to the ground and causes more sorrow, so he uses the idiom "laid to rest". It is not as offensive and harsh as "bury", which can be used with things rather than humans. However, the idiomatic expression means to bury someone who has died, which stresses devoting some terms to humans who have to be honored and respected. We, as humans, feel bad when we hear impudent words, especially in the case of losing someone. Hence, the writer best employs the term "rest", which creates reassurance and tranquility due to its positive connotation that implies that the deceased enjoys rest, comfort and peace.

The writer also knows that Omar Suleiman was an Egyptian army general, politician, diplomat and intelligence officer, as well as a leading figure in Egypt's intelligence system beginning in 1986. Accordingly, the news of his death has to be presented in a tactful style that lessens the grief and

eases heartache, whether at home or abroad. This reflects the protective function of euphemistic terms that act as a shield against the painful truth of bereavement, which people cannot stand addressing. Death is a fear-based taboo, where there are different patterns of fear, such as fear of losing a close one, fear of what happens to the body after death and fear of life after death. Using euphemism, people find it less offensive to discuss and share ideas relevant to death. In many societies and almost all languages, death is the most sensitive and fearful subject people try to avoid mentioning. It is also "a fear-based timeless taboo in which psychological, religious and social interdictions coexist" (Allan & Burrige, 1991, p. 153).

Omar Suleiman's death concerns the whole world, especially the countries that fear Egypt's intelligence system, so the language used to cover the relevant news has to be formal. The above-mentioned idiom functions as a single unit whose meaning cannot be comprehended if it is divided into its parts "laid", "to" and "rest".

### 5. 3 Euphemisms in the Economic Discourse

March 20, 2012

U.S. exempts Japan, 10 European nations from Iran oil sanctions

The latest set of sanctions would stop U.S. companies from doing business with any country that continues to buy Iranian oil through that country's central bank. The law, however, gives the administration room to maneuver to avoid a major disruption in the global oil market and any **collateral damage** to close U.S. allies.

Euphemistic Term (collateral damage)



Euphemistic Transfer (civilian casualties)

In the aforementioned example, the expression "collateral damage" is adopted as a synonym for the term

"civilian casualties and destruction of nonmilitary structures and facilities", which aggravates the attitude against Iran. The first is more acceptable and courteous than the second, because it does not define a specific group, while the second symbolizes the casualty that afflicts the inhabitants of the allied powers. Of course, the United States does its utmost to protect the civilians in these countries because they have close relationships and share common interests in the strategic, economic and security spheres. Thus, its situation against Iran is justifiable and reasonable.

The term also represents the compounding strategy that comprises two parts "collateral" and "damage". In reality, combing the two terms forms a euphemistic expression that levels out the effect of the impudent term "damage". Additionally, "collateral" is classified as a loan word derived from the Medieval Latin word *collateralis*, from *col-*, "together with" + *lateralis* (from *latus*, *later-*, "side" ) ("Collateral damage," 2022).

The above-mentioned term symbolizes protective euphemism since the writer avoids stating the impudent phrase "civilian casualties", which causes further offense and resentment against Iran. Since euphemisms are characterized by avoidance language and evasive expression, we create them when we face the tricky problem of how to talk in different contexts about things that, for one reason or another, we would not prefer to speak of unrestrainedly in the prevailing context. It also symbolizes frozen style, which is too formal and so shows the different social statuses of the interlocutors.

#### **5.4 Euphemisms in Health Discourse**

June 19, 2022

China cuts travel **quarantine** but retains zero-COVID approach

China has eased its **quarantine** policy for international arrivals, slashing the period by more than half in the biggest

relaxation of entry restrictions in the country since the pandemic began.

Euphemistic Term (quarantine)



Euphemistic Transfer (isolation/ solitary confinement)

The choice of language is necessary to circumvent the taboo surrounding stressful issues and diseases, such as the COVID-19 pandemic, which is a prevailing sensitive disease. Consequently, mass media resort to euphemisms to avoid directly mentioning the anxious thought of COVID-19 and the harsh effect of blunt or crude messages.

The term "quarantine" is a loan word derived from "quarantena", "quarantaine" and "quadraginta" which means "forty days". It was used in the Venetian language in the 14<sup>th</sup> and 15<sup>th</sup> centuries and in France and Italy (Merriam-Webster, n.d.). It has been tremendously adopted during the outbreak of the COVID-19 pandemic because it symbolizes the care and proper observation that have positive physical and psychological consequences. However, other terms, such as isolation and solitary confinement, frequently cause negative and disastrous effects because man cannot afford negligence and bad treatment after being appreciated and respected by the persons around. Moreover, the first term does not comprise the obligatory aspect that the second ones include. It involves self-preservation and the precautions that inhibit the spread of the virus. It is also a jargon-medical term that is commonly used in the medical scope.

Quarantine is a restriction on the movement of people, animals and goods which is intended to prevent the spread of disease or pests. It is often used in connection to disease and illness, preventing the movement of those who may have been exposed to a communicable disease yet do not have a confirmed medical diagnosis. It is distinct from medical isolation, in which those confirmed to be infected with a

communicable disease are isolated from the healthy population. Quarantine considerations are often one aspect of border control (Merriam-Webster, n.d.).

Historically, during the Cuban missile crisis of 1962, when the United States and Russia teetered on the brink of nuclear war, President John F. Kennedy and his advisers talked of "blockade" as one of their options. Nevertheless, when the president told the nation in a televised address on October 22 what was happening, he used the euphemistic "quarantine" instead. "The president adopted the term "quarantine" as less belligerent and more applicable to an act of peaceful self-preservation than "blockade" (Rawson, 1981).

The term "quarantine" implies protective euphemism that helps avoid directly stating the horrible consequence of COVID-19 and the coarse impact of the crude news. Compared to isolation and solitary confinement, it is more subtle and soothing because of the veiled and indirect reference to a taboo topic, i.e., disease. Furthermore, many people experience psychological and mental diseases when they hear that they will be isolated from their family members and friends. In terms of style, the term belongs to formal style since all officials approve of it as an approach to inhibit the outbreak of the virus.

## 5.5 Euphemisms in Sports Discourse

July 11, 2022

**Detained** star Brittney Griner at the forefront of WNBA All-Star game

Euphemistic Term (detained)



Euphemistic Transfer (imprisoned)

Compared to the term "prison" where the offenders serve a sentence as a deterrent, detention denotes imprisonment without trial, usually for political reasons. The prison or other enclosure (football stadiums and other buildings occasionally are pressed into service) in which the detainees are confined is



usually described as a detention camp, detention center or detention facility. As a rule, detainees are held for political rather than criminal reasons (Rawson, 1981). The term "detained" also revives the hope of being acquitted after further questioning. In contrast, the term "prison" abolishes the hope of her fans and families because it signifies establishing guilt so that she will spend ten years in prison under the charge. The writer best knows that they are waiting for the acquittal or a milder sentence with bated breath, so he/she euphemistically addresses the issue using the term "detained" as a synonym for "imprisoned".

In addition, even before play got underway, league commissioner Cathy Engelbert opened her press conference by mentioning that bringing Griner home remains the league's priority. Accordingly, the tactful term "detained" signifies that the American Administration presided by President Biden will spare no effort to support and bring her back home safely.

The inoffensive term "detained" symbolizes protective euphemism since it does not maximize fear and anxiety among Griner's fans and family. It also revives their hope that she will be released and return home safely. In addition, it asserts that severe punishment has not been defined yet. The writer adopts the formal style because it is the most appropriate for legal issues that require formal expressions and terms.

## 6. Results and Discussion

### 6.1 Strategies of Euphemisms

**Table (1): Frequency of the strategies of euphemisms**

Strategy	Number	Percentage
Compounding	4	9.5%
Derivation	0	0%
Blends	0	0%
Acronyms	2	4.8
Onomatopoeia	0	0%
Back slang	0	0%
Rhyming slang	0	0%
Phonemic Replacement	0	0%

## A Pragmatic Study of Euphemisms in Cable News Network (2003-present)

Abbreviation	3	7.5%
Loan words	2	4.8%
Particularization	1	2.4%
Implication	0	0%
Metaphor	6	14.3%
Metonymy (general-for-specific)	4	9.5%
Reversal (Irony)	2	4.8%
Understatement (litotes)	2	4.8%
Overstatement (hyperbole)	2	4.8%
Jargon (learned Words)	2	4.8%
Colloquial or Common Terms	1	2.4%
Flippancies	0	0%
Idioms	5	12.5%
Clipping	0	0%
Circumlocution	2	4.8%
Part-for-whole (synecdoche)	0	0%
Associative engineering	0	0%
Deletion	0	0%
Nurseryism	0	0%
Downtoners	0	0%
Passive	0	0%
Synonyms	4	9.5%
Diminutives	0	0%
Fuzzy words	0	0%
Alliteration	0	0%
Reduplication	0	0%
Total/Percentage	42	100%

Table (1) illustrates that the strategies of euphemisms associated with word formation, phonemic modification, loan words and semantic innovation occur (42) times. Some strategies are excluded because they are inappropriate for the sophisticated style that distinguishes CNN, which represents one of the global news media, from other news media. Out of (34) strategies, only (15) are deployed with different frequencies and percentages.

Metaphor, which is employed (6) times with a percentage of (14.3%), is ranked first. However, idioms, which occur (5) times with a percentage of (12.5%), are ranked second. The third dominant strategies are compounding, metonymy and synonyms as they appear (4) times with a percentage of (9.5%). Abbreviation, which is deployed (3)

times with a percentage of (7.5%), comes in the fourth position. Acronyms, loan words, understatement (litotes), circumlocution, jargon (learned words) and overstatement (hyperbole), which appear twice with a percentage of (4.8%), occupy the fifth position. The least frequent strategies are colloquial or common terms and particularization that are utilized only once, with a percentage of (2.4%).

The aforementioned strategies reflect the simplicity of the language that CNN adopts to help all people be acquainted with global events. It attempts to show that its language is simple and understandable because it is one of the leading worldwide news media. Furthermore, the appropriate strategies are utilized to manifest the mild, inoffensive and euphemistic expressions when an unpleasant issue is addressed because this helps reduce its negative impact and conceal the affronting connotation of the term.

Strategies associated with semantic innovation, such as particularization, reversal (irony), metaphor, metonymy (general-for-specific), understatement (litotes) and overstatement (hyperbole), are the most frequent because creating a novel sense of the offensive word helps save the speaker and recipient's face. It also reinforces the role media language plays in conveying a positive meaning to the audience locally, regionally and globally.

Jargon (learned terms) is used more than colloquial or common terms, which asserts that CNN prefers sophisticated and civilized language, although it may impede its popularity worldwide because many people may find it difficult to comprehend. Slang, contractions, colloquialism, ellipsis and diminutive represent a double-edged weapon for any news media. In other words, although they might maximize their audience because they simplify the message delivered, they may negatively affect its local or global ranking. Hence, they are seldom adopted in the aforementioned examples.

Compared to other global news media, CNN is classified as one of the major sources of news. Hence, the strategies have to be cautiously chosen to maintain its position locally and globally. Some strategies, such as flippancies, diminutives and nurseryism, despite their prominent role in converting the affronting to courteous and acceptable terms, are not deployed because of their inappropriateness for its refined style.

Metaphor is the most prominent strategy because metaphorisation or conceptualization allows the speakers to discuss a complex social problem, a sensitive issue or a piece of abstract information in terms of comparatively simple and more concrete information. Moreover, they can shape people's understanding and attitudes toward the world by emphasizing neutral or less negative features of a certain concept, while the potential offensive features are overlooked. Metaphor also represents a cognitive mechanism by which speakers can represent reality in an indirect way (Lakoff & Johnson, 1980). Accordingly, it is enormously deployed by the news media that seek to euphemize inoffensive content.

## **6. 2 Functions of Euphemisms**

**Table (2): Frequency of the functions of euphemisms**

Function	Number	Percentage
1. The protective euphemism	15	53.6%
2. The underhand euphemism	10	35.7%
3. The uplifting euphemism	2	7.1%
4. The provocative euphemism	0	0%
5. The cohesive euphemism	1	3.6%
6. The ludic euphemism	0	0%
Total/ Percentage	28	100%

Table (2) demonstrates the discrepancy in the functions of euphemism on CNN. Some functions are noticeable, while others are unnoticeable. Out of (6) functions, only four are apparent with different frequencies and percentages. The frequency of protective, underhand, uplifting and cohesive euphemisms is (28) times, whereas ludic and provocative euphemisms are not included in the twenty pieces of news covered on CNN. Protective euphemism is ranked first; it occurs (15) times with a percentage of (53.6%), which suggests that the writers or speakers do their utmost to avoid offense and to reduce the impact of flippant words. This also asserts their keenness to create a positive feeling among the readers or viewers while reading or watching the news and to address the estrangement of the local or global issues at present and in the past.

Underhand euphemism, which occurs (10) times with a percentage of (35.7%), is ranked second because it enormously helps misrepresent, deceive and reassure the citizens that things are going well, so there is no reason for anxiety or discomfort. Its occurrence is above the third since it is indispensable when addressing different political, economic or social issues. The officials frequently use the expressions that symbolize it, especially when covering political and economic issues that cause annoyance and resentment for several people because it helps them feel irresponsible for people's suffering and difficulties.

Compared to protective and underhand euphemisms, the frequency of uplifting and cohesive euphemisms reflects an insignificant proportion. To explain, uplifting euphemism, which appears twice with a percentage of (7.1%), comes in the third position. Although its occurrence is low, it has a role in giving a prestigious and favorable sense because the expressions that symbolize it always add a special asset to what is covered. Cohesive euphemism is the least frequent; it occurs

only once with a very tiny proportion (3.6%). This result emphasizes the perspective that the language of CNN is civilized, eloquent, sophisticated and refined. Thus, it eschews the expressions that excite and provoke people directly or indirectly. Although it sometimes aims to conceal the unpleasant reality, it differs from other provoking news media because it does not force its audience to exceed the simple content of the message and challenge prejudices embedded in the language.

On the other hand, the above-mentioned examples never signify provocative or ludic euphemism because the first aims to excite and provoke people. Nevertheless, the major goal of CNN is to achieve much outreach locally and globally rather than instigate global, national, racial and religious hatred, enmity or intolerance. Moreover, the terms reflecting provocative euphemisms involve more than straightforward politeness and saving face because they have a hidden message that requires some effort to be comprehended properly. Ludic euphemism is not also involved because the issues addressed, including wars, deaths and diseases, do not require expressions that create fun and entertain people.

### **6. 3 Styles of Euphemisms**

**Table (3): Frequency of the styles of euphemisms**

Style	Number	Percentage
1. Frozen style	3	11.1%
2. Formal style	14	51.9%
3. Consultative style	1	3.7%
4. Casual style	6	22.2%
5. Intimate style	3	11.1%
Total/ Percentage	27	100%

### **Figure (3): Frequency of the styles of euphemisms**

Table (3) illustrates the varied numbers and percentages of the styles of euphemistic terms mentioned on CNN. Context plays a prominent role in this discrepancy because the style of

political or economic discourse tends to be frozen or formal, whereas that of social or sports discourse is casual or intimate. Compared to Al-Ahram Newspaper, the five styles emerge in the examples analyzed on CNN. Formal style, which occurs (14) times with a percentage of (51.9%), is ranked the highest. Its proportion is over half as it is the most adopted in political, social and health issues because of its appropriateness for one-way participation and the context that excludes slang, contractions, swearing or ellipsis. The second position is devoted to casual style, which appears (6) times with a proportion of (22.2%). This assures that the formal and casual styles are the most remarkable in the different issues covered on CNN. The frequency of the two styles is the highest because the formal style is the most remarkable in political, social and health discourse, while the casual style is enormously deployed in sports, social and economic discourse. More importantly, casual is the most frequent style in sports discourse, and formal is the most noticeable style in health discourse.

Although intimate and frozen styles are completely different, they are employed equivalently in the aforementioned example. In other words, they occupy the third position because they appear (3) times with a small proportion (11.1%). Their frequency is insignificant because they are very frequent only in political and economic discourse. Moreover, intimate style is not tremendously noticeable because it usually arises in situations that demand informal in-group language to show solidarity or rapport among friends, relatives and acquaintances. However, the consultative style is classified as the lowest; it appears only once with a percentage of (3.7%). It requires two-way participation and the situation in which the utterances are adopted is less formal. It also requires a dialogue or conversation that comprises two or more participants, while the issues addressed only comprise one speaker or writer.

## **7. Conclusion**

### **7.1 Summarizing the Main Results**

The results illustrated that the strategies of euphemisms associated with word formation, phonemic modification, loan words and semantic innovation occurred (42) times. Some strategies were excluded because of their inappropriateness for the sophisticated style that distinguishes CNN from other global news media. Although (34) strategies were applied to this study, only (15) were noticeable in the news covered.

Metaphor, which was employed (6) times with a percentage of (14.3%), was ranked the first. However, idioms, which occurred (5) times with a percentage of (12.5%), were ranked second. The third dominant strategies were compounding, metonymy and synonyms as they appeared (4) times with a percentage of (9.5%). Abbreviation, which was deployed (3) times with a percentage of (7.5%), came in the fourth position. Acronyms, loan words, understatement (litotes), circumlocution, jargon (learned words) and overstatement (hyperbole), which appeared twice with a percentage of (4.8%), occupied the fifth position. The least frequent strategies were colloquial or common terms and particularization that were utilized only once, with a percentage of (2.4%).

Furthermore, strategies associated with semantic innovation, such as particularization, reversal (irony), metaphor, metonymy (general-for-specific), understatement (litotes) and overstatement (hyperbole), were the most frequent, which asserts that the language of CNN helps protect the reader or recipient's face through creating a novel sense of the affronting term. This result is consistent with Al-Khasawneh (2018) that demonstrated that the participants tremendously deployed deletion, synonyms, metaphor, understatement, part-for-whole, overstatement and jargon strategies; Abdel Wahab (2019) that manifested that the Arab commentators tended to use overstatement, particularization, metaphor and implication and the British commentators adopted synonyms, jargon and understatement as well as



Setiawan (2018) that illustrated the utilization of word formation devices, phonemic modification, loan words and semantic innovation to show the adoption of euphemistic terms.

Moreover, out of (6) functions, only four were apparent with different frequencies and percentages. The frequency of protective, underhand, uplifting and cohesive euphemisms was (28) times, whereas ludic and provocative euphemisms were not included in the twenty pieces of news covered on CNN. Protective euphemism was ranked the first; it occurred (15) times with a percentage of (53.6%), which suggests that the writers or speakers did their utmost to avoid offense and to reduce the impact of flippant words. This also asserts their keenness to create a positive feeling among the readers or viewers while reading or watching the news. Underhand euphemism, which occurred (10) times with a percentage of (35.7%), was ranked second because it helps misrepresent, deceive and reassure the citizens, so their anxiety or panic disappears. It also helps the one manipulate the words, so he/she can evade responsibility, especially if he/she occupies a high position that requires taking decisive steps. Uplifting euphemism, which appeared twice with a percentage of (7.1%), came in the third position. Cohesive euphemism was the least frequent; it appeared only once with a very tiny proportion (3.6%).

Protective euphemism appeared in the five types of discourse because of its major role in converting offensive and indecent expressions to acceptable ones. On the other hand, underhand euphemism only emerged in economic, political and sports discourse. Because social and health discourse requires neither deception nor misrepresentation, underhand euphemism did not frequently appear in both of them. Underhand euphemism was the most remarkable in political discourse because it is associated with circumlocutory language which is broadly used by political leaders to uphold civility and avoid

impertinence (Allan & Burrige, 1991). Mugair (2014) claims that politicians focus on vague language to extend the scope of information. This result is consistent with Fitriani et al. (2019) that exhibited that euphemism in 'Indonesia Lawyers Club' TV One show was utilized as doublespeak, a shield to avoid taboo and offense and an uplifting tool and to show solidarity or define a certain group. It is also consistent with Rizmal (2021) that demonstrated that euphemisms were used in *Grey's Anatomy* and *House M.D series* to shield the listener from unpleasant words and avoid offense (i.e., protective euphemism). However, it does not correspond to Setiawan (2018) that showed that euphemisms were used to entertain.

The style of political, social and health discourse was formal, whereas that of social, economic and sports discourse tended to be casual. Formal and casual styles were the most remarkable in the different issues covered on CNN. Frozen and intimate styles were employed in political and economic discourse. Formal style, which occurred (14) times with a percentage of (51.9%), was ranked the highest. The second position was devoted to casual style, which appeared (6) times with a proportion of (22.2%). Intimate and frozen styles are completely different, but they were employed equivalently in the aforementioned examples. In other words, they occupied the third position because they appeared (3) times with a small proportion (11.1%). However, the consultative style was classified as the lowest; it appeared only once, with a percentage of (3.7%). This result is also consistent with Astuti (2014) that demonstrated the adoption of frozen, formal, intimate and casual styles in the Jakarta Post Newspaper, whereas the consultative style was not used.

## **7.2 Limitations of the Study**

This study only covered the euphemistic expressions adopted in political, economic, social, health and sports discourse in CNN. More precisely, discourse related to

accidents, profane acts, crimes and body parts was not addressed. The study also did not address all types of euphemisms, such as those associated with religions and racial issues, because numerous problems may arise in case of misinterpretation. Although the study highlighted the strategies, functions and styles of euphemisms in different pieces of news that cover diverse events, it did not consider the ideological classification of euphemism (positive or negative). It also did not tackle the association between euphemism and paralinguistic features, i.e., hand gestures, facial expressions, eye movements, body language, as well as tone and pitch of voice.

### **7.3 Suggestions for Future Research**

Another study is required to address strategies, functions and styles of euphemisms mentioned in other local and global news media, such as Al-Akhbar, Youm7, Reuters, BBC, the Guardian and the Times. A contrastive study also can be carried out to identify which one adopts euphemisms more and why. This study also can be broadened to cover dysphemisms and orthophemisms in addition to euphemisms to help clarify the major differences between them. A study on the adoption of euphemisms, dysphemisms and orthophemisms in local and global news media during the outbreak of the COVID-19 pandemic has to be conducted since this issue has witnessed the emergence of various x-phemistic expressions that help comfort and warn the public, describe the virus, present unpleasant messages, describe facts and updates and clarify safety instructions.

Furthermore, a study that covers the euphemistic expressions that the parliamentary and presidential candidates adopt in their election campaigns or television interviews to obtain people's support is required. The study also recommends addressing the association between euphemisms and

paralinguistic features, i.e., hand gestures, facial expressions, eye movements, body language, as well as tone and pitch of voice, because this area is still untrodden. Moreover, other aspects of euphemisms, such as ideological classification, can be explored.

An additional study is substantially required to investigate the impact of various variables, such as gender, age, social background and educational level, on the utilization of euphemisms, particularly in the educational and professional discourse. It would be worthwhile to broaden the scope of the present study to include the euphemistic expressions that local and global news media adopt in the educational discourse. In addition, it is recommended to adopt the multimodal pragmatic approach rather than the pragmatic approach in exploring euphemisms because it is claimed that few studies address multimodality.

## **References**

- Abdel Wahab, S. (2019). *A contrastive study of euphemism strategies in British and Arab sports media discourse* (Master's thesis). Faculty of Arts & Humanities, Suez Canal University.
- Abidi, M. (2015). Euphemism in Tony Blair's political discourse in the Iraqi war 2003: A socio-cognitive CDA account. *International Journal of Humanities and Cultural Studies*, 2 (1), 8-28.
- Aitchison, J. (1994). *Words in the mind*. Oxford: Blackwell Publishers.
- Al-Khasawneh, F. (2018). An intercultural study of euphemistic strategies used in Saudi Arabic and American English. *Indonesian Journal of Applied Linguistics*, 8 (1), 217-225. doi: 10.17509/ijal.v8i1.11466
- Alkire, S. (2002). Introducing euphemisms to language learners. *The Internet TESL Journal*, 8 (5), 1-7.

- Allan, K. & Burrige, K. (1991). *Euphemism and dysphemism: Language used as shield and weapon*. New York: Oxford University Press.
- Allan, K. & Burrige, K. (2006). *Forbidden words: Taboo and the censoring of language*. Cambridge: Cambridge University Press.
- Astuti, I. (2014). *Euphemism used in the Jakarta Post Newspaper* (Doctoral dissertation). Faculty of Humanities, Maulana Malik Ibrahim State University.
- Baker, M. (2011). *In other words: A course book on translation* (2<sup>nd</sup> ed.). London: Routledge.
- Bakhtiar, M. (2012). Communicative functions of euphemisms in Persian. *Journal of International Social Research*, 5 (20), 7-12.
- Burchfield, R. (1985). An outline history of euphemisms in English. In D. J. Enright (Ed.), *Fair of speech: The uses of euphemisms* (pp. 13-31). Oxford: Oxford University Press.
- Burrige, K. (2012). Euphemism and language change: The sixth and seventh ages. *Lexis*, 7, 65-92.
- Burrige, K. (2012). Euphemism and language change: The sixth and seventh ages. *Lexis*, 7, 65-92.
- Cameron, L. (2008). Metaphor shifting in the dynamics of talk. In M. S. Zanotto, L. Cameron & M. C. Cavalcanti (Eds.), *Confronting metaphor in use: An applied linguistic approach* (pp. 45–62). Amsterdam: John Benjamins Publishing Company.
- Collateral damage. (2022, September 17). In *Wikipedia*. [https://en.wikipedia.org/wiki/Collateral\\_damage](https://en.wikipedia.org/wiki/Collateral_damage)
- Crespo-Fernández, E. (2006). The language of death: Euphemism and conceptual metaphorization in Victorian obituaries. *SKY Journal of Linguistics*, 19, 101-130.
- Crespo-Fernández, E. (2014). Euphemism and political discourse in the British regional press. *Brno Studies in English*, 40 (1), 5-26.
- Crespo-Fernández, E. (2015). *Sex in language. Euphemistic and dysphemistic metaphors in internet forums*. London/New York: Bloomsbury.

- Enab. N. (2019). *Euphemistic expressions and strategies used by Egyptian speakers of Arabic in light of face theory* (Master's thesis). School of Humanities and Social Sciences, The American University in Cairo, Egypt.
- Fitriani, M., Syarif, H., & Wahyuni, D. (2019). Euphemism used by men and women in 'Indonesia Lawyers Club' TV One show. *E-Journal of English Language and Literature*, 8 (1), 92-100.
- Harandi, M. & Jahantigh, H. (2017). Use of persuasive language to coax the audience: A study of John F. Kennedy and Barack Obama's speeches. *International Journal of English Language & Translation Studies*, 5 (3), 129-136.
- Hassanein, H. (2013). A euphemistic analysis of selected Gamedesire nicknames. *International Journal of Language and Linguistics*, 1 (4), 131-146.
- Huang, Y. (2005). A brief study of the origin, forms and change of English euphemisms. *US-China Foreign Language*, 3, 46-48.  
Retrieved from <http://www.linguist.org.cn/doc/uc20050914.pdf>
- Joos, M. (1967). *The five clocks: A linguistic excursion into the five styles of English usage*. New York: Harcourt, Brace & World.
- Kany, C. (1960). *American-Spanish euphemisms*. Berkeley: University of California Press.
- Lakoff, G. & Johnson, M. (1980) *Metaphors we live by*. Chicago: University of Chicago Press.
- Leech, G. (1974). *Semantics*. New York, NY: Penguin.
- Linfoot-Ham, K. (2005). The linguistics of euphemism: A diachronic study of euphemism formation. *Journal of Language and Linguistics*, 4 (2), 227-263.
- Lutz, W. (1989). *Double-speak: From revenue enhancement to terminal living: How government, business, advertisers and others use language to deceive you*. New York: Harper Collins.
- Mautner, G. (2008). Analyzing newspapers, magazines and other print media. In R. Wodak & M. Krzyzanowski (Eds.), *Qualitative discourse analysis in the social sciences* (pp. 30-53). China: Palgrave Macmillan.

- Merriam-Webster. (n.d.). Quarantine. In *Merriam-Webster.com dictionary*. Retrieved September 18, 2022, from <https://www.merriam-webster.com/dictionary/quarantine>
- Mohammed, F. & Majeed, S. (2018). A content analysis of euphemistic strategies in the Evro Daily Newspaper. *Humanities Journal of University of Zakho*, 6 (2), 611– 623. Retrieved from <https://doi.org/10.26436/2018.6.2.514>
- Mugair, S. K. (2014). A comparative study of euphemism and dysphemism in English and Arabic with special reference to political discourse. *Journal of Advances in Linguistics*, 4 (1), 259-268.
- Neaman, J. & Silver, C. (1983). *Kind words: A thesaurus of euphemisms*. New York: Facts on File Publications.
- Rabab'ah, G. & Al-Qarni, A. (2012). Euphemism in Saudi Arabic and British English. *Journal of Pragmatics*, 44(6–7), 730–743. Retrieved from <https://doi.org/10.1016/j.pragma.2012.02.008>
- Rawson, H. (1981). *A dictionary of euphemisms & other doubletalk*. New York: Crown Publishers, Inc.
- Reisigl, M., & Wodak, R. (2009). The discourse-historical approach (DHA). In R. Wodak & M. Meyer (Eds.), *Methods for critical discourse analysis* (2<sup>nd</sup> ed.) (pp. 87–121). London, England: SAGE.
- Rizmal, Z. (2021). *Euphemisms in the TV series Grey's Anatomy and House M.D.: Analysis of selected episodes* (Master's thesis). Faculty of Arts, University of Maribor.
- Ryabova, M. (2013). Euphemisms and media framing. *European Scientific Journal*, 9 (32), 33-44.
- Samoškaitė, L. (2011). *21<sup>st</sup> century political euphemisms in English newspapers: Semantic and structural study* (Master's thesis). Faculty of Philology, Vilnius Pedagogical University.
- Setiawan, H. (2018). *Euphemisms in cosmopolitan magazine of United Kingdom* (Master's thesis). Faculty of Arts and Humanities, State Islamic University of Sunan Ampel Surabaya.
- Shabana, I. (2000). *A lexical semantic study of aspects of euphemism* (Master's thesis). Al –Azhar University, Cairo.

- Takoua, N. (2015). *English euphemism in political discourse: A politeness strategy or deception* (Doctoral dissertation). Badji Mokhtar University, Annaba.
- The American Heritage Dictionary (n.d.). Metaphor. In *The American Heritage Dictionary*. Retrieved October 30, 2022, from <https://www.ahdictionary.com/word/search.html?q=metaphor>
- Ullmann, S. (1962). *Semantics: An introduction to the science of meaning*. New York: Barnes and Noble.
- van Dijk, T. (1984). *Prejudice in discourse: An analysis of ethnic prejudice in cognition and conversation*. Amsterdam: John Benjamins Publishing.
- Warren, B. (1992). What euphemisms tell us about the interpretation of words. *Studia Linguistica*, 46 (2), 128-172. Retrieved from <http://onlinelibrary.wiley.com/doi/10.1111/j.1467-9582/>
- Widdowson, H. (1990). *Aspects of language teaching*. Oxford: OUP.
- Wodak, R., & Meyer, M. (Eds.). (2009). *Methods of critical discourse analysis* (2<sup>nd</sup> ed.). London: Sage.