

**The peculiarities of usage and translation of euphemisms
in modern mass-media and sociology**

The structure of the paper is defined in accordance with the tasks set. The Introduction proves paper's topicality, explains object, subject, aim and methods of analysis. Part I of the paper deals with the definition of euphemism and their classification according to the aims. Part II reveals the structural peculiarities of euphemisms and their functioning in the speech as well as peculiarities of translation of euphemisms in modern mass-media and sociology. The classification of euphemisms according to the purposes of their euphemisation, topics and spheres of usage, and means of creation is worked out and the common patterns of the translation are analyzed. Conclusions contain the description of the major results of the research and recommendations concerning further investigation.

In this research 960 units were used from which 729 units (76%) were taken from modern mass-media and 231 units (24%) were taken from works in sociology.

It was discovered in the process of research that the most widespread method in modern theory of translation, which is used for the translation of euphemisms in modern mass-media is compensation. In this way 293 units were translated which make up 40% of the whole amount of units. Less widespread methods are: translation by searching of equivalent – 194 units (27%), modulation – 53 units (7%) and descriptive translation – 40 units (6%). The most wide-spread topics and spheres are vices and harmful habits – 19%, in particular, alcohol- and drug-addiction, diplomacy – 15%, relations between sexes – 11%. The most fruitful methods of creation of euphemisms in modern mass-media are metaphorization – 39%, descriptive periphrasis – 10%, replacement with word of broad semantics – 8%, narrowing of meaning range – 7%, minimizing of quality degree – 6%.

The features of translation of euphemisms in sublanguage of sociology were examined in the second part of the practical section.

It was discovered in the process of research that the most widespread method in modern theory of translation, which is used for the translation of euphemisms in sublanguage of sociology is descriptive translation – 12%. Less widespread methods are: modulation – 10%, word-by-word translation – 6%, and extension – 6%.

The theoretical value of the research lies in the fact that it is one of some attempts to investigate the specific features of euphemisms, reasons of their existence and means of their translation in modern mass-media and sociology.

The practical value of the paper lies in the opportunity to apply the data in the process of teaching General Linguistic Studies, Language Communication Theory, Pragma- and Sociolinguistics courses.

Thus, the conducted research give us a right to claim that during the translation of euphemisms equivalent transmission of separate units of initial language is not so necessary, the most important task is to observe the accordance of context units translation to the stylistic norms of sublanguages in which these units are used and to deliver the information to the reader.

