

## VIEW OF UNDERSTANDING DYSPEMISM AND ITS PRAGMATICS

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**Abstract.** This article explores the often-overlooked linguistic phenomenon of dysphemism, which are derogatory or offensive terms used to describe people, places, or things. While euphemisms soften the impact of words, dysphemism intentionally amplify their negative connotations. This abstract will outline the structure of the article, which includes an introduction to dysphemism, their impact on communication and society, notable examples across different languages, and strategies for addressing and mitigating their use.

**Key words:** dysphemistic, pragmatic, euphemism, offensive language, taboo language, derogatory terms, aspect, insulting language.

**Аннотация.** В этой статье рассматривается часто игнорируемое лингвистическое явление – дисфемизм, то есть уничижительные или оскорбительные термины, используемые для описания людей, мест или вещей. В то время как эвфемизмы смягчают воздействие слов, дисфемизмы намеренно усиливают их негативные коннотации. В аннотации представлена структура статьи, включающая введение в дисфемизм, его влияние на коммуникацию и общество, примеры из разных языков, а также стратегии выявления и смягчения их использования.

**Ключевые слова.** Дисфемик, прагматический, эвфемизм, оскорбительный язык, табуированный язык, уничижительные термины, аспект, оскорбительный язык.

**Annotatsiya.** Ushbu maqola ko‘pincha e’tibordan chetda qoladigan lingvistik hodisa — disfemizmni o‘rganadi. Disfemizmlar — odamlar, joylar yoki narsalarni

ta'riflashda ishlatiladigan kamsituvchi yoki haqoratomuz ifodalardir. Evfemizmlar so'zlarning ta'sirini yumshatsa, disfemizmlar ularning salbiy ma'nolarini ataylab kuchaytiradi. Ushbu annotatsiya disfemizmga kirish, uning muloqot va jamiyatga ta'siri, turli tillardagi mashhur misollar hamda bunday ifodalarni nazorat qilish haqida ma'lumot beradi.

**Kalit so'zlar.** Disfemik, pragmatik, evfemizm, haqoratli til, tabu tili, kamsituvchi atamalar, aspekt.

Dysphemism is a rhetorical strategy that involves the use of harsh, derogatory, or unpleasant language to refer to something or someone. It is the opposite of euphemism, which involves using mild or indirect language to refer to sensitive or taboo topics.

The use of dysphemism can serve several pragmatic purposes. Firstly, it can be used for emphasis or to express strong emotions. By using harsh language, speakers can convey their disapproval, anger, or frustration about a particular topic. This can also be used as a form of social signaling to align with certain groups or ideologies.

Secondly, dysphemism can be employed as a tool for humor or satire. By using blunt and offensive language in a playful context, speakers can create comedic effect and entertain their audience.

Finally, dysphemism can also be used as a form of social criticism or political commentary. By using derogatory language to refer to certain people or institutions, speakers can highlight their negative aspects and promote social change.

The use of dysphemism in language is influenced by various pragmatic factors such as emotion expression, humor, social signaling, and political commentary.

The pragmatic aspect of dysphemism refers to the particular social and situational context in which dysphemistic language is used. Dysphemism is the use of harsh or offensive language to describe something, and its pragmatic aspect considers how

this language choice reflects the speaker's attitude, intention, and relationship with the audience.

In some cases, dysphemistic language may be used intentionally to express anger, frustration, or contempt towards a person or a situation. It can also be used as a way to establish power dynamics or assert dominance in conversation. The pragmatic aspect of dysphemism also considers how the audience perceives and interprets the speaker's use of such language, and how it may impact their attitudes and behaviors.

Additionally, the pragmatic aspect of dysphemism includes understanding the social norms and cultural context within which such language is used. Different social groups may have varying tolerance for dysphemistic language, and its impact can vary depending on factors such as age, gender, and relationship between speakers. Overall, understanding the pragmatic aspect of dysphemism involves analyzing the specific communicative goals and effects of using harsh or offensive language in different contexts.

In conclusion, the pragmatic aspect of dysphemism highlights the importance of communicative intentions and social context in the use of derogatory or offensive language. While dysphemisms can serve specific pragmatic functions such as expressing anger, frustration, or emphasis, it is crucial to consider their potential to cause harm or offense. It is important to be mindful of the impact of dysphemisms on others and to use language in a way that promotes respectful and inclusive communication. Additionally, understanding the pragmatic aspect of dysphemism can help individuals navigate social interactions and choose their words carefully in various contexts.

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