

Abstract

Graduation Level of Proficiency Paper

(Master Degree)

Title: Gender characteristics of euphemisms in English business communication

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Topical Importance: Nowadays the gender factor represents one of the most important factors in English society and attracts the interest of many linguists. Our project describes the analyses of English business euphemisms in comparative, semantic and gender aspects.

Goals: To reveal the differences and common traits between female and male euphemisms that are most frequent in English business communication, to distribute the euphemisms according to special topics, to consider the terms «gender» and «euphemia».

Tasks:

1. To consider general terms connected with the gender aspect and to bring to light basic gender researches.
2. To describe the term «euphemia» as an important linguistic factor, enumerate the types of euphemisms, reasons of using euphemisms and the methods of their formation.
3. To compare male and female English euphemisms that are most frequent in business communication by analyzing the data.

Theoretical value and practical application: The paper worked out some specific national characteristics of euphemization in English business communication and described the main methods of euphemism formation. The results of the work represent the base of euphemisms that can be applied to comparative studies, translation and language studies. The base can also be used for the creation of thesaurus, exercises and business dictionaries.

Results: The research showed the differences and common traits of female and male business euphemisms. The analysis of euphemisms proved that men are more disposed to using business euphemisms than women.

Implementation advice: The results of the research can be of some help to those who are interested in gender differences and linguistic researches.