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EUPHEMISMS AND DYSPHEMISMS IN MEDICAL COMMUNICATION

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Relevance. The doctor's work involves direct communication with patients and their relatives, as well as with colleagues. In modern medical communication appeared the euphemization and dysphemization phenomena, that became widespread and daily used. Euphemism is an indirect word or phrase people often use to refer to something embarrassing or unpleasant, in some cases making it seem more acceptable than it really is. Euphemisms are often used in order not to aggravate the particularly difficult patients' condition with a sharply spoken word. Dysphemisms are rude or obscene designations of the initially neutral concept giving it a negative meaning or simply enhancing the speech expressiveness. Dysphemization in the doctors' speech is quite rare (medical ethics requires careful attention to the patients' and colleagues' communication). Thus, there are more euphemisms in the medical stuff speech than dysphemisms.

Aim: to find out the most commonly used euphemisms and dysphemisms and to analyze the euphemisms and dysphemisms use situations.

Materials and methods. Literature analysis and material generalization were used. A group of people was interviewed on the issue.

Results and their discussion. The majority of the respondents considered euphemisms to be helpful when talking to the patients. The dysphemisms are certain to be unacceptable in the doctors' speech. We have found out the doctors usually prefer to use euphemisms for "cancer" (replace "cancer" with "mitotic disease" or "C" or use "carcinoma, lymphoma, melanoma" instead). Synonyms "passed away, passed, passed on, is gone" are acceptable for "death". The doctors may take "D" for "death". Word "AIDS" (acquired immunodeficiency syndrome) is an euphemism itself because "aid" means "help". Dysphemisms are used only in the last resort. The doctors can say "she's a toast" "pop somebody's clogs", "snuff it", "kick the bucket" or "kiss the dust" instead of the usual "to die". Drug addicted may be called "canned" or "wasted". In cases of sexually transmitted diseases neutral person of easy virtue is able to be replaced with the rude "baggage" or "basher".

Conclusions. Euphemization and dysphemization have affected all human activity areas in the modern society, including medicine. Euphemization proves to be positive phenomenon in medical communication, however it has disadvantages, e.g. misunderstanding between the doctor and patient. Excessive euphemisms usage is possible to give false hope to the severe patients. Dysphemization turns out a negative phenomenon, but it has an advantage. The dysphemisms usage can add motivation to the patient during treatment and help give up a bad habit. This phenomenon effect depends entirely on the doctor's ability to adapt to the patient's character. The most important aspect of the euphemisms and dysphemisms using is the doctor's personality. These terms appropriate use is sure to improve the patient's condition.