

## THE EUPHEMISTIC PICTURE OF THE WORLD (CONCEPT OF BIRTH)

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**Abstract:** *This article examines the analysis of the concept of birth in the context of the euphemistic world in English and Uzbek languages.*

**Key words:** *euphemisms, euphemistic picture of the world, polite words, birth concept.*

The centuries-old change in how people and society communicate changes how people interact with each other, beautifies and softens speech, and simultaneously makes it necessary to adapt the phenomenon to the requirements of informal etiquette. At this point, the idea of using aesthetically pleasing units instead of words that were spoken in a rude manner was introduced. Euphemisms are the names given to these units in linguistics. From ancient times, Euphemia was a popular phenomenon. The study of euphemism was the primary focus of Roman and Greek scholars in the sixth century BC, including Cicero, Aristotle, and Quintilian. In the works of Democritus, Hippius, and Plato, the term euphemism is also mentioned.

As a result of the requirement for human treatment, the demand for oratory, and necessity, euphemisms have become the subject of research over the years as a phenomenon with its own evolutionary history. Since the inception of linguistics as a science and the use of the term euphemism, the history of the study of euphemisms in domestic and foreign linguistics has been studied. When taken into consideration, it is possible to perceive that the utilization of euphemisms has evolved into a requirement of a culture of communication. These euphemisms are used to either soften an inconvenient, inappropriate, or rude word or to express it through a substitute unit. This procedure has been around since the heyday of schools for public speaking. More specifically, the concept of softening and embellishing words and phrases within a semantic framework can be found in Aristotle's "rhetoric," which was written in the 300s BC. The world-famous Oratory of Roman philosopher Cicero, who lived two centuries after Aristotle, is abundantly clear. Euphemisms that counteract or eliminate rudeness are examples of his oratory that are known to have wisely used advice on the choice of influencing words.

In addition, euphemistic units play an unparalleled role in expressing national spirit, culture, and worldview of specific nation. At this point, the use of euphemisms to describe the National universe's landscape and the inclusion of euphemisms in two uncommon languages indicate the significance of research. In our article we tried to compare the notion of birth concept in English and Uzbek languages.

Euphemisms with the character of "splitting" were presented as the unity of linguistics in speech and analyzed for their application to all speech activity areas. The uniqueness of euphemisms in the national world picture of English and Uzbek must be



studied in order to analyze them in various speech situations. A euphemistic view of the world is the main point of our investigation. We will analyze the notion of birth in English and Uzbek languages in our article.

When considering the euphemisms associated with a person's life event, the English euphemisms "happy event" and "to come into existence" describe a person's birth. If the meanings of these euphemisms are considered, then the birth of a child in the British national world signifies family happiness and the significance of a family member's development. For instance, "Man was looking forward to the happy event in front of the delivery room." (The New York Times)

In the Uzbek language, the euphemis "dunyoga kelmoq" reflects in the Uzbek mentality such symbols as the birth of a new generation in the family, the content of life, the continuation of race, the strong chain of the family, praise for grandparents. For instance,

*Dunyoga keldingiz, qutlayman,  
Sho'x bo'ling, to'q bo'ling, ko'zda bo'lsin cho'g'.  
Endi hammasiga chidab yashaysiz,  
Endi kurashasiz,  
Boshqa iloj yo'q.* (Shodi Otamurod)

A person's creative and cognitive thinking, as well as the influence of what is going on around him, were the subjects of our investigation, as were their worldviews and ways of conceptualizing it in language. In addition, examples of research work showed how national-cultural and educational values were reflected in a person's language had an effect on their life and lifestyle.

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