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**THE EUPHEMISTIC DIMENSION OF DIPLOMATIC LANGUAGE:  
A CONTRASTIVE STUDY IN ENGLISH, FRENCH AND ROMANIAN**

**SPECIALITY: 621.04. Lexicology and lexicography, terminology and specialized  
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## CONCEPTUAL REFERENCE POINTS OF RESEARCH

**Topicality and importance of the research:** The topicality of our research derives both from the insufficiently researched linguistic aspects of euphemizing diplomatic language phenomenon, and from the lack of studies on the importance of euphemisms used in the communication process from the perspective of international relations. Euphemisms, in this context, function as a powerful linguistic tool that ensures effective diplomatic communication and maintain harmony in international relations. The study has an analytical, descriptive, and explanatory character, aiming to complete the existing studies and to provide clear and cohesive practical knowledge. The contrastive study in Romanian, English and French that we opted for reveals a broad, integrative and objective vision of the researched field. Understanding the mechanisms of coding and decoding diplomatic messages, as well as the interpretation of information hidden behind the protective shield of euphemisms is of great interest. At the same time, the contrastive study has the advantage of contributing to the identification of the principles and trends that govern diplomatic relations in Romanian, English and French languages. At the same time the findings made on the diplomatic messages highlight the transgression of any political, social and economic limits. The linguistic texture of euphemism of preserving harmony during the communication process is softly completed with the purpose of shaping, persuading and sometimes even manipulating public opinion and social consciousness. The complexity of the researched subject takes our study beyond the limits of a strictly linguistic approach, reaching and even surpassing certain socio-political approaches.

**Aim and objectives of research.** The research object of this dissertation is the euphemism as a dominant feature of diplomatic language. The **aim** that we set out in our study is to shed light on the ambiguous and equivocal nature of diplomatic language, which uses strategies to disguise the negative aspects by revealing them in the most amiable way possible (the euphemistic dimension), studying and comparing the peculiarities of euphemism in Romanian and its equivalents in English and French, as well as establishing the impact that diplomatic language/euphemism has on the recipient in Romanian, English and French languages. To achieve the proposed aim the following **objectives** have been established:

- establishing a relevant theoretical and methodological framework to draw up an exhaustive study of the euphemistic dimension as a dominant feature of diplomatic language;
- characterizing the upward trend of diplomatic language;
- describing the mechanisms of language functioning and the peculiarities of diplomatic language;

- defining and identifying the theoretical characteristics of euphemisms;
- identifying the interferences of euphemism with politeness and political correctness from the pragmatic point of view and those with dysphemism and taboo from the semantic point of view;
- carrying out a typology of euphemisms according to formal and functional characteristics;
- synthesizing the functions of euphemisms in the diplomatic language from a semantic perspective, as a process of encoding the message and from a pragmatic perspective, as a process of strategic interaction between diplomats in Romanian, English and French;
- shedding light on the functioning mechanisms of euphemisms present in the diplomatic language by identifying the similarities and differences in Romanian, English and French.

**The core hypothesis of our research** starts from the effect that euphemisms in Romanian, English and French contexts exert on the diplomatic language as a generative tool (being decoded and unravelled based on the receiver's knowledge, it produces positive meanings, contributing to the mitigation of the negative ones) and as a strategy of influencing public opinion (being a tool for shaping the recipient's behaviour), while the diplomatic language proves to be a favourable space for the interference of both trends. Therefore, our research aims the following theses to be confirmed:

1. Euphemisms serve as an alternative to the rudeness of a blunt language, and euphemistic strategies produce communicative effects that (following decoding) aim to direct the receiver/addressee (the intentional orientation of the act of speech) towards a certain interpretation, thus leading to a reaction (result of the influence) favourable to the sender's position;

2. The euphemistic dimension of the diplomatic language exerts a significant influence on shaping the receiver's perception. Being aware of the power of words, diplomats manage the information they possess in order to reduce the frustration and self-image of both the sender and the receiver;

3. The advantages of the pragma-semantic approach lead to the identification of euphemising trends of diplomatic language in Romanian, English and French. We consider that euphemism is a linguistic phenomenon used consciously, which contributes to veil the impolite meanings and to preserve harmony during diplomatic communication aiming to convey a disagreeable situation in a tactful manner, showing emotional neutrality and creative spirit.

**Scientific research methodology:** The methodological basis of our research consists in examining the specialized literature, selecting the temporal framework of the study, and analysing the factual corpus, giving preference to the qualitative methods, as we are interested in deepening our research niche to a micro level, such as the enhancement of the diplomatic practice through

the use of euphemisms. In order to achieve the established aim and objectives, but also to confirm the set up hypothesis, we opted to explore the method of the biographical study, the synthesis of particular phenomena of diplomatic language, the deductive/inductive method, typology, descriptive analysis, data collection and the contrastive method. During the analysis of the linguistic corpus, we applied the statistical method in order to establish the weight of influence of the most common criteria proposed for investigation.

**Corpus analysis.** Considering the fact that our research is focused on contrastive study, the establishment of certain founding parameters of the factual corpus was necessary, aiming to obtain a descriptive, coherent, and at the same time contrastive linguistic analysis. Therefore, the first principle refers to the homogeneity of the investigated texts being selected from official sources; the second principle calls attention to the status of diplomats, for this purpose we set out to investigate the speeches of ambassadors, foreign ministers, or heads of state; the third principle points out the study of diplomatic language through the lens of current and important topics that address common events for all three researched languages: frozen conflicts in the Black Sea region, the escalation of the War in Ukraine and the migration and human rights crisis; the fourth principle refers to the temporal delimitation, opting for a selection of factual material starting with July 2019 and up to May 2022. Within the factual corpus, a total of 936 euphemisms were selected and investigated. At the same time, compliance with these principles gives us the certainty of obtaining a representative and relevant sample of examples for the analysis, which we consider to be sufficiently balanced and not biased.

**Scientific novelty and originality.** The research represents an original approach to euphemism by simultaneously assessing integral linguistics, as it provides the necessary tools to investigate the phenomenon of euphemizing the diplomatic language, and generative-transformational linguistics, by exploring the various possibilities of decoding and interpreting euphemisms of diplomatic language. The theoretical model used in this study brought about the classification and identification of the functions of euphemisms, which allowed us to ascertain that euphemizing phenomenon of diplomatic language is crucial in order to shape public opinion. At the same time, the research stands out for applying the pragmatic linguistics in analysing the role of euphemisms in the coding and decoding process of diplomatic messages in Romanian, English and French, and the cognitive linguistics, offering new and original possibilities for researching the phenomenon of euphemizing the language of diplomacy. We consider that this complex and exhaustive approach completes, through our reflections, the study on euphemism, offering space not only for discussions from a linguistic point of view, but also for a dialogue on the language research in the diplomacy sector.

**The solved scientific problem** targets the analysis of the interaction of language functions with the language of diplomacy, assessing the pragma-semantic effects in the decoding process of euphemisms and observing the euphemizing trends of the diplomatic language in Romanian, English and French.

**Theoretical importance of the research.** The research represents a process in concentric circles, guiding our study from a broad framework of shaping the diplomatic language features during its evolution, starting from the ancient era and rounding off with the contemporary era, up to the applicative aspects of euphemisms, as a basic feature of diplomatic language, in an extensive case study aiming the events that affect the regional security of our country in Romanian, English and French. In this regard, our research begins with an analysis of the epistemological base, as knowledge derived from it contributes to the perception and formation of the necessary skills to decode and interpret the connotations of euphemisms regarding the political phenomena explored in this dissertation, such as the practice of diplomatic language from a more general perspective and the influence of diplomatic language on shaping the human perception, in particular.

**The applied value of research** is confirmed by revealing the originality of the results obtained in order to further research the euphemizing phenomenon. At the same time, the applicative value of this study is certified by highlighting the relevant tools in order to draft a persuasive speech, with the addresser having the role of opinion maker and face-saver. The factual material investigated within the corpus can be used to develop glossaries in three different languages (Romanian, English and French), which would serve to facilitate diplomatic communication and to strengthen the knowledge and skills needed to perceive the equivocal nature of diplomatic language during conflict situations and to have the necessary skills to de-escalate tense relationships.

**The scientific results** of this research were **approved and validated** within 8 international conferences. Ten articles were published on the researched topic.

**Summary and sections of the work.** The thesis contains the following sections: introduction, three chapters, conclusions and recommendations, a table, 17 figures, bibliography composed of 171 sources, 7 annexes and a glossary of euphemisms in Romanian, English, French.

**Keywords:** diplomatic language, euphemism, classification of euphemisms, functions of euphemisms, dysphemism, taboo, political correctness, politeness, code, influence.

## **CONTENT OF THE THESIS**

The *Introduction*, sets forth the novelty and importance of the approached topic, as well as the hypothesis and the scientific novelty of the received results. It also establishes the aim of the

research and the objectives for achieving this aim. At the same time, it highlights the theoretical importance and applied value of the research.

**Chapter 1, *Evolution and the features of the diplomatic language***, represents an analytical synthesis of the studies and observations that have been carried out on diplomacy, outlining a synoptic approach in diachronic and synchronic terms of the main research trends of diplomatic language. Thus, starting with the prehistoric and ancient period, the diplomatic language gradually evolves from a rudimentary use of language to an elevated one polishing in the contemporary era into a flexible, permeable language, characterized by a peremptory obscurity that avoids compromising formulations, becoming in the 21<sup>st</sup> century eloquent, seemingly ambiguous, euphemistic/codified, which takes into account the changing nature of the diplomatic objectives and instruments. At the same time, the language of diplomacy evolves from the Babylonian (prehistoric/ancient period) to the Greek (under the influence of ancient Greece), gradually becoming Latin (during the supremacy of ancient Rome and the fulminant development of the Venetian influence on diplomacy), which gave place to French (in the modern era) and was gradually replaced by the vernacular languages: English, French, Russian, Spanish, Chinese, Arabic (according to the official working languages of the United Nations). The diplomat gradually evolves from the status of actor to orator, then to skilled observer, gradually shaping into a profession with its own status, hierarchies and rules, becoming the art of conducting negotiations and favouring the emergence of different niches for the development of diplomacy and diplomatic language respectively.

The dynamic shift from classical to digital diplomacy has favoured the shaping of diplomatic practices according to the changing nature of events. The classical or club model of diplomacy reflects a closed community, which restrict their interactions exclusively with members of a similar executive club, consisting of governmental officials, fellow diplomats and members of the business community. Digital diplomacy, on the other hand, has more participants than the classical one, is rather flat than hierarchical, occurs by means of various forms of communication beyond just written ones, and is more transparent than confidential. This interaction defines the way diplomats engage today – formal negotiations are often conducted based on classical diplomacy, although they are ultimately influenced by various members of digital diplomacy.

The increased development of diplomatic language may be observed from the perspective of new technologies. Social media represents an important tool for disseminating diplomatic practices, but they also increase disinformation. The changing nature of diplomatic models took on additional significance and made intangible forms of power more important, shaping, thus, the diplomatic language. “Power is passing from the capital-rich to the information-rich. Information



is becoming more and more plentiful [...]. Information becomes power, especially before it spreads” [21, p. 164]. Thus, the ability for a timely response to new information becomes a critical power resource. The current period is characterised by benefiting from public diplomacy in order to increase the efficiency of the foreign policy. Public diplomacy is focussed on 1) promoting the state policy objectives (PR); and 2) developing direct relationships with civil society. It is a concept defined by Edmund Guillon as an alternative/euphemism for “white propaganda”, a concept which appears for the first time in “Aeneid” written by Virgil aiming to inoculate a sense of pride for the Roman Empire. Later, under the influence of the papacy and the Congregation for the Propagation of the Faith, the term “propaganda” took on negative connotations, referring to the deliberate spread of information aiming to harm other groups, movements, institutions or governments. Despite this euphemistic origin, public diplomacy serves as a government tool used to understand public culture, and aims to build, manage, and influence relationships and mindsets to promote state interests and values. The latest events occurring worldwide drive forward the difficulty of noticing the difference between propaganda and public relations. Depending on the point of view of those concerned, propaganda can be the opposite of public relations. Accordingly, propaganda is understood as misleading through misinformation and manipulation of facts, while public relations involve the dissemination of true information, based on authentic facts and achievements. One of the key tools of public diplomacy is “soft power” (the power to win hearts and minds of others to achieve desired outcomes through persuasion and positive appeal), a concept that is becoming a euphemism for “public diplomacy”. Along with the euphemism “discreet power”, Joseph Nye uses “smart power”, aiming to counter the misperception that discrete power could produce effective foreign policy. This discreet yet intelligent power is a strategy known as “panda diplomacy”, which is due to the long history of renting/lending panda bears to countries with which China intended to build a certain type of relations, aiming to increase its eminence worldwide.

The leading idea of this chapter resides in highlighting the most significant characteristics and the newest trends in the development of diplomatic language in correlation with the pragmatic function it fulfils in communication. For this purpose, the contribution of classical diplomats such as Niccolo Machiavelli, Harold Nicolson, Henry Kissinger, Jules Cambon is considerable. Therefore, following the diachronic study we identified the main characteristics of diplomatic language at the phonetic, morphological, syntactic and lexical level, among which the euphemistic dimension proved to be the most noticeable. Correspondingly, Chapter I follows the synchronic structure of diplomatic language, from the perspective of communication process, and observes how language functions are mirrored in the diplomatic language, highlighting the purpose these functions pursue based on the research models of Roman Jakobson and Solomon Marcus.

Analysing thoroughly the correlation of language functions according to the semiotic field with diplomatic language, we find that they constantly and mutually influence each other, i.e. the simultaneous optimization of all functions would be unjustified, and establishing a hierarchy of importance is not easy at all. Therefore, we consider that identifying the weight of importance of diplomatic language functions for certain categories of communication processes would be more useful and better argued. In most cases, diplomats use unusual, euphemistic, eclectic language, which prominently highlights the expressive function of language and veils the sender's feelings towards the debated issue. But in the sender-receiver relationship, the conative function takes precedence over the expressive one due to the fact that it seeks to influence and shape the receiver's thoughts. On the other hand, the power of the conative function is decreased or, even, modified by the plurality of codes or the systematic use of euphemisms in diplomatic language. However, we consider that the function that has priority over the other functions in diplomatic language and that has a privileged role is the phatic one. The priority of the phatic function assumes keeping the line of effective communication, which serves, in fact, to establish and maintain diplomatic relationships. The most dangerous sign of a decline in diplomatic relations is the cessation of international communication channels. Thus, peacekeeping involves largely the art of keeping dialogue between states functional. The decline in phatic function involves also downgrading or even dropping to zero the other functions, simply because they are all strongly interconnected. As a result, communication issues and therefore political crises may occur. The structure of the diplomatic communication process, developed by Solomon Marcus includes the therapeutic or arbitration function, which focusses on the observer, the third factor of the communication process, standing outside of the conflict and having a different view on the issue occurred between the sender and the receiver. The major role of the therapeutic function is revealed in the way the international diplomatic community monitors political events in other countries.

**Chapter 2, *Theoretical – practical approach of euphemizing diplomatic language***, represents an analysis of the theoretical framework of euphemism, integrating the insight of several research directions: **the linguistic approach** – explores the euphemism through the lens of its functioning as a process in language by assessing the contribution of César Du Marsais, Basil Munteano. From a linguistic point of view, euphemism is the process by which words or expressions with certain negative, annoying, offensive, or indecent connotations are replaced by words or expressions that have a positive or neutral basic meaning, only suggesting what is avoided to be said directly; **the pragmatic approach** – evaluates the relationship between the language and the context elements of the linguistic act, emphasizing the knowledge of both speakers taking into account the context of the utterance and the interpretation of the euphemistic words and

expressions. The pragmatic approach was largely exploited by linguists such as: Keith Allan, Kate Burridge, Nora Galli de'Paratesi, Lavinia Seiciuc; and **the cognitive approach** – researches the euphemism through the prism of the relationship between language and thought, shaping the thought processes in language as the use of euphemisms is commensurate with the linguistic and cognitive conduct of those who use words as a tool to achieve goals. The cognitive approach stands out in the vision of Val Panaitescu, Ștefan Avădanei, Harold Rawson, George Mounin. The scientific documentation carried out allows to outline our own definition, according to which the euphemism sums up in its structure linguistic, pragmatic and cognitive aspects of mitigating potentially offensive effects through the conscious choice of a code with interpretative value, being used to reduce vexing reactions, aiming to preserve social harmony in communication and avoiding any situation that would threaten respect and good understanding. Accordingly, euphemism is a form of linguistic behaviour and a complex cultural phenomenon, vulnerable to extralinguistic changes, which serves a well-defined purpose and requires simultaneous interdisciplinary research.

At the same time, this chapter provides a presentation of the correlation of euphemism with politeness and political correctness (pragmatic perspective) and the interaction of euphemism with dysphemism and taboo (semantic perspective), as the main triggers of euphemism. The immanent interdependence between euphemism, political correctness and politeness significantly decides the degree of euphemistic use during the act of speech. These concepts are so interrelated that they become inseparable and mutually correlated, sharing a common goal in terms of social norms. The indirect way of expression through the use of euphemisms generally serves to avoid affront and ensure political correctness in ever extent. The need to comply with the standards of socially appropriate behaviour drives euphemistic engagement, where its main purpose is to avoid social ignorance and to save the dignity of the speakers during the communicative event (politeness). Thus, when the subject of communication is found to be unpleasant or offensive, euphemism is deliberately resorted to, without affecting the meaning of what is being said. This strategy serves to delete or tone down any offensive language that falls under the umbrella of politeness and political correctness, while allowing clarity to be sacrificed in the name of politeness and respect.

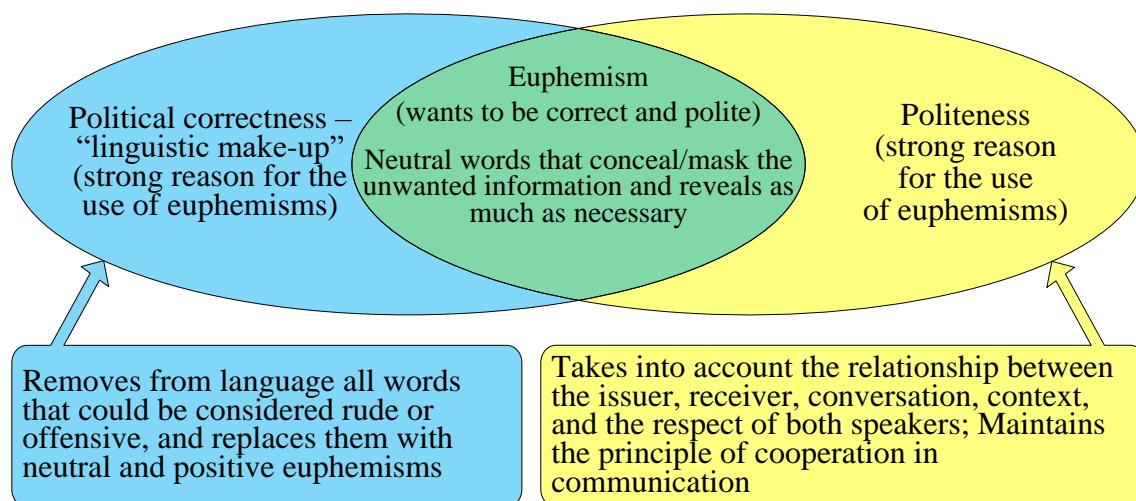


Fig. 1. **Interrelation between euphemism, political correctness and politeness**

Euphemism stands in opposition to dysphemism, which aims to be offensive or simply abusive to either the signified or the receiver, or both. Linguistically, euphemisms and dysphemisms step in when the sender avoids using a harsh expression or, on the contrary, deliberately decides to use an inappropriate style of address. Both euphemisms and dysphemisms unveil an attitude towards the receiver and towards the signified, representing two cognitive processes of conceptualizing a certain forbidden reality, having common bases and resources, but different goals and intentions. The distinction between euphemism and dysphemism, based on their functions and origin, corresponds to the dual nature of humankind: the rational being versus the irrational. Thus, euphemism and dysphemism reflect the duality of mind versus body or the ongoing conflict between intellect and absurdity. Euphemism reflects the intellectual side, identified with emotional control, censorship, tolerance and reason. The effect of unleashing anger on a person or insulting someone reveals the irrational side of the human being, the side that euphemism tries to hide. When we talk about euphemisms, it is imperative to refer to taboo, which is considered the main trigger of euphemism. Due to the semantic load it possesses, the taboo is often abandoned, and the gap created is replaced with a harmless euphemism. According to Keith Allan and Kate Burridge, taboos arise from social constraints on individual behaviour that may cause distress or offence. Freud emphasizes that taboo is a prohibition or compulsion that lives in our subconscious and the unconscious desire to overcome it. Therefore, as long as the taboo exists, there is a need to create and upgrade the language in order to speak without offending.

Being a sociolinguistic process, the euphemism is correlated with the society in which it is born, evolves with the time in which it appears, and reflects people's conception of reality. Therefore, no linguistic sign is euphemistic by itself, the discursive use and the context are those to give this sign its euphemistic characteristics [4, p. 52]. As a consequence, a euphemism can only be recognized within the limits of the effects it produces. At the same time, the euphemistic feature

of being permeable and responsive to the evolution of the nature and context in which it is used is known as *euphemism treadmill* [25, p. 212]. This phenomenon explains how the words we use acquire negative connotations, causing people to invent new words for the emotionally charged ones, which is actually a form of political correctness.

The classification of euphemisms of diplomatic language ascertains both their pragmatic purpose and their diversity. By thoroughly analysing the wide range of classifications made by numerous linguists from different periods of time and observing the wide variety of approaches, we considered it appropriate to advance in our research an attempt to classify euphemisms from the semantic, stylistic and structural perspective. The classification from the **semantic point of view** asserts the assumption that euphemisms do not change the meaning of words, they just refer to a specific use of words in a certain context. However, the semantic evolution to which euphemisms are subject involves certain conceptual changes. Based on the fact that semantic evolution involves the changes that occur in the meaning of some words, we can distinguish *positive* and *negative euphemisms*. Positive euphemisms have the ability to expand meaning, making the euphemized concepts seem more important and grander than they really are. For example: *the worsening of the security situation, commitment to the ceasefire, the build-up of troops on the border (with Ukraine), the intensive spread of propaganda that incites hatred and distorts reality, to deter Russian aggression*. Contrary to positive euphemisms, negative ones diminish and reduce the degree of appreciation. These euphemisms are defensive in nature, offsetting the power of taboo terms and suppressing aspects of language that people prefer not to face directly. For example: *war – conflict – destabilizing actions*. At the same time, we distinguish euphemisms that form *synonymous series* that involve various generalizations and restrictions of meaning (*semantic depreciations*), pursuing a pragmatic goal that, in fact, reflects changes in public perception. Due to the fact that euphemisms frequently replace each other due to extralinguistic pressures, but also social and political prohibitions, a lexical-semantic field or subset is created, which is characterised by a hierarchical relationship, established on the basis of notional or denotative kinship, such as the following examples: *crippled – handicapped – disabled – with special needs – challenged – different – with determination/determined (people with determination)*. The number of terms in a synonymous series is determined by extralinguistic influence. Within this frame of reference, we ascertain that the more pronounced social pressures are, the more often terms are replaced, the larger is the synonymous series, and the faster is the conceptual transformation of euphemisms. On the other hand, we notice that the longer period a word is used or the older it is in the language, the more offensive its connotations become, such as the example mentioned above: *crippled* versus *different* or *person with determination*; *to die* versus

*pass away or enter eternal rest*. At the same time, we observe that words having a high frequency are more available to the general public and require the use of a less cognitive effort.

From the **stylistic point of view**, euphemisms are expressed through various stylistic devices, such as metaphor, metonymy, synecdoche, litotes, hyperbole, metalepsis, oxymoron, epithet, personification, antithesis. The diversity of stylistic devices identified in euphemisms reveals the expressiveness of diplomatic language and has the purpose to soften and mitigate it.

From the **structural point of view**, euphemisms affect the shape of words through the distortions they cause, enriching or sometimes impoverishing the vocabulary. The structural analysis of euphemisms present in the diplomatic language is based on three lexical means: internal, external and mixed. The internal means refer to the formation of new euphemisms from the already existing words through derivation, composition and change of lexical value. Among the external methods, it was found that the most productive are borrowings with euphemistic function. Borrowings from foreign languages aim to soften the rudeness of the expressed concept, being devoid from the onset of unpleasant associations and emotional burden, taking over the tone of the delivered speech. At the same time, the attraction to borrowings is justified from two points of view: 1) the neologism, having the exact meaning of the defined concept, circulates more easily in a language compared to created/translated terms, which require time to establish themselves as specialized terms; 2) the speaker is sure of the correctness of the information that the original term conveys. Mixed lexical means are revealed through lexical calques (enrichment of the vocabulary both with lexical units and with new meanings: *război rece/cold war*, *cortina de fier/iron curtain*, *dezvoltare durabilă/sustainable development*), semantic calques/loan (the process of borrowing new meaning from the source language: *provocator/challenging* - a difficult or ambitious situation, *corridor european* - meaning of "route") and phraseological (literal translation of a foreign phraseological unit: *axa râului/axis of evil*, *clasa de mijloc/middle class*, *guvern din umbră/shadow government*).

Taking into account the fact that diplomatic language is an important tool of influence, with the help of which diplomats manage the recipients' behaviour, guiding them to take the decision which is favourable to the sender, the functional aspect of euphemisms was investigated both at the linguistic level, as a generator of coded messages, and at the discursive level, as a process of strategic communication. Based on this, five pragma-semantic functions have been identified and presented in a hierarchy of ascending influence: the strategic, the protection/mitigation, the persuasive/hidden influence, the misreporting, and the manipulative functions. Identifying these functions confirms the fact that the sender uses euphemisms that may

have either a definite and explicit meaning or an allusive and implicit meaning that needs to be identified and interpreted based on appropriate skills and expertise.

**Chapter 3, *The Phenomenon of Euphemising the Diplomatic Language***, can be considered an extensive case study, conducted in three languages (Romanian, English, and French), devoted to the research of some topics of major interest in the context of ensuring regional security for our country, such as frozen conflicts in the Black Sea region, the escalation of the war in Ukraine, and migration and human rights inclusion. Following a thorough study of the scientific basis of the researched phenomenon, four investigation criteria for each of the working languages have been established: 1) decoding the euphemistic code (meaning); 2) establishing the function of language (emotive, conative, poetic, metalingual, phatic, referential, therapeutic); 3) identifying the type of euphemisms according to their semantic meaning (intensifying/increasing, softening/veiling, dysphemisms) and stylistically (by identifying their stylistic device) and structurally (by observing the way of enriching the vocabulary); 4) assessing the pragma-semantic function of the euphemism taking into account the value of the context in which the euphemism appears. Since no linguistic sign is euphemistic in itself, but rather the context and discursive use provide this sign euphemistic qualities, the identification of the meaning of euphemisms was carried out considering the context in which the given euphemism is encountered.

**Frozen conflicts in the Black Sea region.** Observing the correlation of the functions of language with the diplomatic language and thoroughly examining both the contrastive value, by observing the weight of frequency in each of the investigated languages, as well as that of the intention, by highlighting the implicit goal of shaping the receiver's perception, we assume that they are in a constant interconnection. Therefore, optimizing simultaneously all the functions of the language would be unjustified, while setting a weight of importance is imposed with difficulty. Although, the analysed contexts prove that in the rapport of the sender to the receiver, the conative function prevails over the other functions, we still consider that the phatic function takes precedence, because the quintessence of diplomacy resides in the power of maintaining contact and diplomatic dialogue. The importance of the phatic function in the diplomatic language is also asserted by the bilateral and multilateral dialogue, as a preferred form of peaceful resolution of conflicts. However, the frequency of the conative function in the investigated contexts is reasoned by the intention to challenge or influence the receiver to shape certain beliefs or attitudes towards the subject of communication. At the same time, offsetting the tensions caused by the conflicts in the Black Sea region reveals the presence of a new therapeutic or arbitration function, which is correlated to the referential function. This function aims towards a third participant of the communication event, which corresponds to the observer, who stands outside the conflict and takes

a different perspective on the issue referred to. Despite the fact that this function has a low frequency, we still remark its importance.

Examining the euphemisms according to the linguistic field from the semantic, stylistic and structural perspective provides a variety of observations. Therefore, from the **semantic point of view**, we remark an unwavering intention to refer to and replace the word *war*, which recalls the negative impact of the World Wars, with the euphemism *conflict*, which has a softer connotation and does not have the oppressive burden of a classical war. Subsequently, we witness in this way a reconceptualization of the concept of war, which implies the emergence and use of complex and smart words. Therefore, the word *war* is replaced by the euphemisms: (Ro) *conflict, criză de securitate, confruntări geopolitice, izbucniri de tensiuni internaționale*; (Eng) *aggression, military activity, changes to territory by force, harmful activities*; (Fr) *crise, dégradation de la situation sécuritaire, tensions, conflit*.

Within the framework of the analysed corpus, we remark that the process of resolution of the conflict that broke out in the Black Sea region is carefully treated by the European and International Community, where an impressive number of softening/veiling euphemisms have been detected: (Ro) *conflicte a căror rezolvare încă trenează și a căror „temperatură” este variabilă, spații aflate la intersecția intereselor marilor puteri*; (Eng) *NATO and Russia continue to have fundamental differences, our discussion was frank*; (Fr) *la dégradation de la situation sécuritaire, la montée des tensions militaires*. Although with a significantly smaller gap, the topic of frozen conflicts is also infused with intensifying/increasing euphemisms, that possess the ability to challenge the receiver to be active and reflect on the ambiguity of words, becoming “accomplice” in decoding the message: (Ro) *linie roșie, retorică nucleară agresivă și iresponsabilă*; (Eng) *red lines, ever-increasing aggressiveness*; (Fr) *lignes rouges, la rhétorique générale alarmante*. Referring to the examined corpus, we also identified the presence of certain euphemisms that form lexical-semantic fields established based on the notional kinship: (Ro) *diplomatic dialog*; (Eng) *to pursue diplomacy related to the Minsk Agreement, to seek the balance of interests, to resolve these differences peacefully*; (Fr) *discussions substantielles, garder des canaux de dialogue pour essayer d'engager une désescalade*; and, at the same time, some semantic impairments: *spionaj – comportament „imperceptibil”*; *cheltuieli – investițiile în domeniul apărării/investiții pentru securitate, finanțare adecvată, finanțare suplimentară, implicații în termeni de resurse*.

The thorough analysis of euphemisms from the **stylistic perspective** offers a wide range of stylistic devices that have the ability to change the meaning of words making it wider and more insightful. Our analysis reveals that the most common stylistic device in all three languages of



study is the litotes, the figure of speech featuring a clever use of language used as a form of understatement, which allows to understand more than is actually said.

The structural viewpoint on euphemisms illustrates that borrowings are the most common means of vocabulary enrichment. Following the investigation carried out, we noticed that the share of French/Latin and English borrowings into Romanian is equal. In terms of lexical and phraseological calques, the trend shifts towards English translations, which indicates the dominance and power of the English language and, therefore, the English states/society over the contemporary diplomatic environment. As a result, the stronger a state is from the political, economic and social point of view, the greater is the euphemising power of the used diplomatic language.

The topic of frozen conflicts is a controversial, sensitive and therefore requires a cautious and objective approach. In order to have the clearest possible vision of the realities from the diplomatic arena and to detect the legitimacy of what is stated, we consider it imperative to perceive the depth of diplomatic language, the purpose and functions of the delivered message, but also the techniques and strategies that diplomats use to achieve their goal. Starting from these premises, the analysis of functional aspect of euphemisms from a **pragma-semantic perspective** has been carried out, which allowed to understand more that is actually said. It should be noted that the pragmatic-semantic functions of euphemisms are interrelated among them, which implies the difficulty of establishing their hierarchy of importance. Therefore, we consider that the analysis of pragma-semantic functions according to their frequency would be more relevant and better argued. Within the analysed corpus, the top position is held by the protection/mitigation function for all three researched languages. This ranking confirms the core hypothesis of our research, according to which diplomatic language is a language with a well-defined purpose, which deliberately uses euphemisms aimed to mitigate the impact of the diplomatic discourse, thus setting up relevant background for diplomatic manoeuvres. The immediately following position of the strategic function reveals the setting and implementation of certain policies related to this geostrategic area by establishing tailored mechanisms to guarantee peace. At the same time, the second position of the strategic function affirms the unwavering position of the European community regarding the security of the old continent and the endorsement of policies and mechanisms that would reset the political dialogue as a unique form of conflict resolution through de-escalation and substantial discussions. The next position is held by the persuasive/hidden function, which reaffirms the quintessence of diplomatic language to shape opinions, attitudes and, therefore, actions regarding the de-escalation of the worrying situation in the Black Sea region. The misreporting function serves to veil and deliberately change the nature of certain events or

concepts. This is the case of the euphemism *conflict* (*frozen, protracted, blocked, with variable temperature*) which, on the one hand, is used to soften the dire connotations of the word *war*, and on the other hand, is used to distort the real politics of influence and expansion of the Russian Federation. It is worth mentioning that the euphemism *conflict* is more politically charged, more adapted to tense territorial disputes and, consequently, more convenient for all antagonistic parties. The most rarely encountered function is the manipulative one for the Romanian language, and the misreporting and the manipulative functions for English and French languages. It ascertains that the diplomatic language is as clear and precise as possible. Moreover, the manipulative function turns out to be vehemently avoided by contemporary diplomats, who make advantage of strategies of influence, negotiation or diplomatic dialogue.

**Euphemising the diplomatic language regarding the War in Ukraine.** The escalation of the protracted conflict in Ukraine into an actual war comes as a logical consequence of the lack of ignorance of the importance of the phatic function. Apart from that, the substance of the phatic function is achieved by setting healthy boundaries not only on a physical level, through the communication channel, but also by establishing and maintaining a psychological relationship, which aims to verify the functionality of this channel. Accordingly, the importance of the phatic function by maintaining contact in any circumstance is becoming nowadays an increasingly competitive challenge, because of its guidance by the supremacy of totalitarian power and ego, which comes into contradiction with the hypotheses stated in the first subchapter, according to which the evolution of modern society shapes a new form of unconventional warfare. We are thus witnessing the decline or even ignorance of the most important function of diplomatic language, which has led not only to a regional crisis on the European continent, but also to a global catastrophe with long-lasting repercussions on the political, economic and social level. These assertions are also supported by the results of our analysis carried out on the language used by diplomats and political leaders who have spoken about the escalation of the War in Ukraine.

The qualitative analysis of the examples extracted from the parallel corpus brings to light the use of diplomatic language, in correlation with the communication function, emphasizing the pragmatic purpose pursued by the sender. The results aim to reveal, on the one hand, their dominance considering the strategies used to increase the effectiveness of diplomatic language, but also to prove, on the other hand, the particularities and relevance of the functions of language in the actual diplomatic language. Thus, the prevailing function in all three investigated languages is the referential one, followed by the conative and the metalingual. The emotional function is found in an impressively small number in the English language, having a slightly higher occurrence in the Romanian and French languages, a fact that reveals the empathy of those who

refer to the horrors of the war. The poetic function is absent from the Romanian and French languages, but is present in only a few examples in the English language, which emphasizes the depth and importance of the issue addressed. At the same time, the therapeutic or arbitration function, identified in the contexts with reference to the frozen conflicts in the Black Sea region, is missing in the contexts regarding the War in Ukraine. This phenomenon is argued by the fact that in a crisis situation the mediation factor is far too insufficient. Hence, the need for the evolution of the collective consciousness to perceive that in a war there is no victory, only victims, is imposed.

Analysing the euphemisms identified in the contexts related to the War in Ukraine from the **semantic perspective** proves to be abundant in all three investigated languages by identifying both positive or intensifying euphemisms: (Ro) *conflagrație sângeroasă*, (Eng) *vicious attack*, (Fr) *odieuse attaque*, as well as negative or softening/veiling ones: (Ro) *mesaje care promovează false valori*, (Eng) *disinformation and manipulating the lives of civilians*, (Fr) *campagnes de désinformation*, which in turn favor the appearance of certain semantic impairments: the spending process is replaced by (Ro) *a investi*, (Eng) *to invest*, (Ro) *investir davantage/conjointement*; military actions – (Eng) *to incapacitate military infrastructure*, (Fr) *mesures pour assurer la sécurité et la défense*; and lexical-semantic fields: *sanțiuni* – (Ro) *măsuri comune și coordonate de răspuns*, (Eng) *package of measures*, (Fr) *mesures restrictives*. At the same time, the lack of dysphemisms is noticed.

The detailed study of euphemisms referring to the escalation of the War in Ukraine from the **stylistic perspective** reveals that the diplomatic language is a rich source of figures of speech aiming to persuade and win the receiver's support. Within the analysed corpus, the most common stylistic device is the litotes, being followed by hyperbole and metaphor in all the three languages.

The **structural perspective**. The observations made within the framework of the analysed corpus reveal complementary information regarding the vocabulary of the investigated languages. Among the internal means of enriching the vocabulary, the most productive method proves to be the change of the lexical value, while among external means, the most common is borrowings from French/Latin languages. At the same time, the presence of several lexical calques of English origin is observed: (Ro) *coridor verde*, *provocări*, *război rece*. Within the investigated corpus, it is also noted that derivation is one of the most prolific vocabulary enrichment procedure: (Eng) *demilitarization*, *denazification*, *incapacitate*, *disinformation*. Equally impressive are the observations regarding the use of borrowed words from French/Latin that are detected in English: **conflict** from Lat. *conflictus*, **operation** – from Fr. *operation*/Lat. *operatio*, **invasion** - from Fr. *invasion*/Lat. *invasionem*, **aggressions** – from Fr. *aggression*/Lat. *aggressio*, **casualties** - from Fr.

*casual*/Lat. *casualis/casus*, **decimate** – from Lat. *decimare*. The vocabulary of the French language is enriched by means of new lexical units formed from the already existing linguistic material through derivation: *désinformation*, *affrontement*, *investissements*, *relocalisation*.

**The functions of euphemisms in the context of the War in Ukraine.** In order to obtain a broad and objective analysis of the pragma-semantic functions of euphemisms from the contexts referring to the War in Ukraine, it is worth mentioning that, despite the considerable different proportions, all six functions of language have been identified in Romanian, English and French. At the same time, it is noticed that diplomatic language deliberately infused with euphemisms turns out to be a strategy of persuasive communication, which aims to obtain desired reactions from society. Thus, the hypothesis underlying our approach states that diplomatic language, being a language of power, can be used as a hidden persuading and influencing strategy. Since the intention of the delivered message can sometimes be expressed both directly and indirectly (hidden intention), identifying the function of euphemisms in such contexts might be difficult. Therefore, we noticed that leaders possessing more power and influence are more prone to use euphemisms, which are easily absorbed and disseminated by other diplomats as promoters of the state policy. In turn, diplomats, quote political leaders in order to convince the public on the fairness of allegations made. Considering these facts, a hierarchy of pragma-semantic functions according to argumentative and reaction criteria has been developed for each separate language, which allowed to detect their degree of contrast. Therefore, the speech of the Russian president regarding the launch of the *special military operation* is considerate to bring euphemised arguments having manipulative function. It is noteworthy that this form of newspeak, described in detail by George Orwell in the novel 1984 (see page 82, ch. 2), is used to replace the negative connotation of the word **war** and, therefore, to change the society's attitude towards what is happening (hidden intention). This propaganda strategy is based on the postulate that thought is shaped by words, that is, the words, concepts and terms we use affect our perception of the world around us and the way we relate to people and events. While the manipulative and misreporting functions have been identified only in the remarks of the Russian leaders, the persuasive/hidden function has been detected in the remarks of both local and international political leaders as a solidarity reaction against Russian aggression in Ukraine. However, the Russian leader managed to produce something that was unimaginable in the post-Cold War era: on the one hand, he created an unprecedented reaction of solidarity and unanimity from the European Union and the entire international community for Ukraine, and on the other hand, he significantly changed the position of the EU and the US towards Russia. The function with the highest frequency in all three researched languages is the protection/mitigation one. This frequency is explained by the

coordinated and unified response reaction of the international community that tends to temper the severity of the events unfolding since 24 February 2022.

The topic of **migration and human rights inclusion** has become increasingly argued by diplomats, overflowing with euphemisms. Taking into account the complexity of this issue, we set out to observe the way of presenting and description of the events that took place on the EU's eastern border with Belarus in the fall of 2021, when a real migration crisis was organized as part of a hybrid attack aimed at weakening the EU's control at its borders in retaliation for the sanctions imposed on Belarus as a result of Lukashenko regime's crackdown on dissent and the handling of this crisis by EU diplomats. The second migration event we focused on in our research is the humanitarian catastrophe caused by the Russian invasion in Ukraine on 24 February 2022, which forced the Ukrainian people to leave their homes to find refuge and security abroad.

Since all the six functions of language are interrelated intensively and dynamically, their simultaneous optimization seems to be irrelevant, therefore a frequency hierarchy, indicating both the degree of importance and the purpose of the delivered message has been established. Subsequently, investigating the interdependence of language functions with the diplomatic language regarding the migration and human rights, it is noticed that the most frequent function in all three analysed languages is the referential one. The next most common language function is the metalingual one for Romanian and, with a noticeably smaller gap, for French. For English, the second function in the frequency hierarchy is held by the emotive function, which takes the third place for the Romanian and French languages. The third position is held by the conative function for English contexts. The poetic and phatic functions are placed on a secondary place, by symmetry with the therapeutic one, analysed according to S. Marcus perspective, without being completely removed from the semiotic field.

The **semantic perspective**. Analysing the degree of euphemising the diplomatic language with reference to migration and human rights from the semantic viewpoint, it is remarked that the softening/veiling euphemisms are the most common for all the analysed languages: (Ro) *migrant în situație neregulamentară*, (Eng) *undocumented (stateless) migrant*, (Fr) *immigrant sans papier (en situation irrégulière)*, being followed by the intensifying ones: (Ro) *orchestreză o criză la frontierele estice ale Uniunii Europene*, (Eng) *orchestration of irregular migration*, (Fr) *l'instrumentalisation de la migration irrégulière par les acteurs étatiques*; and with the spotting of one dysphemistic example in English. This trend to soften/veil the messages and approaches with reference to migration is not only for the sake of political correctness, but more importantly to shape the perception we have of the realities of migration, as the incorrect use of negative terms in the diplomatic language has a direct impact on how migrants are perceived. As a result of this

trend, a noticeable effort not just for a harmonised approach, but also for a fair and balanced one is distinguished. In order to ensure human rights compliance, but also to shape the public opinion regarding the migration, a considerable effort for a clear and accurate use of terms is observed. That is why a wide range of “hospitality euphemisms” are used aiming to describe the phenomenon of immigration, including detention and deportation practices. Thus, efforts to describe migration control by means of euphemisms are widespread both nationally and internationally. However, despite the existing legal framework, migrants continue to suffer abuse, exploitation and violence. The lack of understanding and respect for the human rights of migrants make them an increasingly vulnerable group and, at the same time, easy to exploit individuals. Thus, the instrumentalization of a migrant crisis on the eastern border of the EU (Poland, Latvia and Lithuania) with Belarus significantly emphasizes these violations, being vehemently criticized by the European community, which resorts to the use of intensifying/increasing euphemisms: (Ro) *amenințare insidioasă sub forma instrumentalizării unor persoane disperate*.

An urgent need to counter both the increasingly xenophobic attitude of the social community and of the autocratic leaders who dehumanize people that are in search of a better life, using them as means of political negotiation is also observed. Kant's moral theory states a close connection between the concept of human dignity and the prohibition of using people only as means of obtaining certain benefits, a connection that has been completely ignored. Such attitudes betray the humanity of organizers of these events, where the individual has no place, no name, and no rights. It also seriously undermines society's perception of the positive contribution that migrants, as drivers of new experiences, perspectives and ideas, bring to a country's social and economic development.

The thorough study of euphemisms referring to migration from the **stylistic perspective** provides an image of the figures of speech from the point of view of their expressiveness and affective content. Following the identification of the stylistic devices of the euphemisms found in the contexts regarding migration and human rights, it is observed that litotes is the most frequent stylistic device used in all three analysed languages. These results come into contradiction with the theoretical assertion according to which the metaphor is the most frequently encountered stylistic device. Since litotes has the ability to highlight an idea by resorting to mitigation and at the same time to politeness, modesty, leaving room to understand more than is actually said, we consider this figure of speech to be the direct reflection of euphemism from the stylistic point of view.

Examining the euphemisms extracted from diplomatic contexts from the **structural perspective** shows that derivation is the most frequent means of enriching the vocabulary for all

the investigated languages, being followed by the change of lexical value. At the same time, linguistic calques turn out to be more productive than borrowings.

Investigating the **pragma-semantic functions** of euphemisms led us to develop a hierarchy of frequency. Thus, the most frequent function in all three analysed languages is that of protection/mitigation, followed, with a significantly smaller gap, by the strategic function and that of persuasive/hidden influence. The manipulative and misreporting functions were not identified in the contexts intended for investigation. These findings illustrate the intention to treat this sensitive subject for the society in accordance with political correctness, thus protecting and offsetting the derogatory meanings, which would lead to a worsening of a conflict situation. However, it is worth mentioning that the concept of political correctness is not a euphemism in itself, but everything behind is a euphemism. Thus, the protection/mitigation function of euphemisms selected from diplomatic contexts is characterized by certain politeness, formal language or, in other words, a reasoned avoidance of using the direct term aiming to mitigate the harsh reality. At the same time, this function has a well-defined pragmatic purpose, being focussed to shape the social perception of the referred phenomenon. In accordance with the observations made, we find that the core hypothesis of our research is confirmed by the fact that diplomatic language has the power to soften the rudeness of the delivered message, thus contributing to the subtle shaping of the perception of the referred phenomenon.

## **GENERAL CONCLUSIONS AND RECOMMENDATIONS**

The conclusions of the study carried out on euphemisms of the diplomatic language come to confirm the core hypothesis of this dissertation, according to which the euphemism of the diplomatic language develops within the framework of all the investigated languages - Romanian, English, French - the features of a generative tool of positive meanings, which after decoding and interpretation, based on the receiver's knowledge, contributes to offset the negative connotations. At the same time, it proves to be a strategy for shaping social consciousness, becoming a tool for influencing the receiver's behaviour. Therefore, the euphemism becomes a favourable tool for the interference of these two trends, the evidence that explains the presumption that the diplomatic language is a language of power. Therefore, the core hypothesis of our research was proved based on scientific data both in the field of linguistics and international relations, which advanced our research in capitalizing on the structure, possibilities, constraints and dangers of diplomatic language.

Another hypothesis that was confirmed during our research is the proof of the persuasive effect that diplomats explore particularly in conflict situations or in events of primary importance,

pursuing the implicit goal of guiding the recipient towards an understanding that is favourable to the sender. At the same time, the results of our study confirmed the hypothesis according to which the euphemism is a linguistic phenomenon used to soften the language with impolite semantic burden. The heterogeneous research of the euphemism of diplomatic language in each of the research languages of our study revealed a series of conclusions that confirm the complexity and difficulty of the investigated phenomenon. Thus:

1. Researching the euphemistic dimension of the diplomatic language from the diachronic approach, by observing the evolution of the diplomatic language from the classical to the contemporary model, being influenced by the new trends of information technologies, and the correlation of language functions with the diplomatic language constitutes a valuable contribution to establishing the peculiarities of diplomatic language and perceiving the mechanisms that generate euphemisms.

2. Summarizing the multitude of scientific opinions expressed on the euphemism, we concluded that it is not a simple linguistic tool, but represents an integral part of a wide and extensive phenomenon that sums up linguistic aspects (used to offset an unpleasant formal or semantic term which would cause discomfort to the receiver) in its structure, pragmatic (maintaining an amiable relationship between the sender and the receiver, acting as a protector of the self-image and autonomy of the participants in the communication process, at the same time being a politeness mechanism that strengthens the positive image of both the sender and receiver) and cognitive (conscious choice of words), aiming to mitigate potentially offensive effects and preserve harmony in communication. Thus, the euphemism serves a well-defined purpose and is the main benchmark of diplomatic language, revealing as much as is necessary and as little as possible.

3. Based on the research carried out, we came to the conclusion that the euphemism is a sociolinguistic process, being in correlation with the society in which it appears, evolving in time and extralinguistic changes and echoing the society's perception of the real world. Being dynamic and subject to constant changes, the euphemism acquires properties of permeability and responsiveness to the changes and evolutions of the environment and context in which it appears. Therefore, the need to use euphemisms is expressed by invoking a lexical substitution for unwanted words (correlating with political correctness and politeness), aiming to mitigate, avoid or enhance a certain forbidden reality (being related, thus, to dysphemism and taboo).

4. The classification of euphemisms depicted in the diplomatic language from the semantic perspective (observing the influence of euphemisms on language and vocabulary), stylistic (investigating the way euphemisms are expressed through stylistic devices) and structural



(analysing how euphemisms affect the external form of lexical units, enriching or impoverishing the vocabulary) represents an added value of our research and contributes to a better perception of the diplomatic language.

5. The diplomatic language is an indisputable resource of power, by means of which diplomats influence the formation of the receivers' opinion, aiming to guide them to the direction that is favourable to the sender.

6. Highlighting and examining the functions of euphemism from the pragma-semantic perspective, through a semantic approach – as a process of encoding the message, as well as through a pragmatic approach – as a process of strategic interaction between diplomats contributes to a comprehensive understanding of the diplomatic language implications and, at the same time, enhances the discursive skills of decoding the message, favouring critical analysis.

7. The decisive factor in the choice of the factual material for our research is based on the frequency of euphemisms used in situations marked by intense political tensions, which offer a wide spectrum of interpretations and observations. The carried out scientific documentation allowed to conclude that the euphemism is not just a smart lexical choice, but above all, a code that embraces veiled connotations being used with a well-defined purpose. The exhaustive study of the euphemistic phenomenon in the diplomatic language allowed us to synthesize four analysis criteria: 1. identifying the meaning of euphemisms; 2. establishing and describing the interaction of functions of language with the diplomatic language, giving priority to the pragmatic aspect; 3. identifying the type of euphemisms according to the linguistic field from a semantic, stylistic and structural perspective; 4. assessing the pragma-semantic function of the euphemism.

8. The identification of the meaning of euphemisms was carried out according to the context in which it appears, since no linguistic sign is euphemistic in itself, but rather the context and discursive use give euphemistic qualities this sign.

9. As concerns the topic of frozen conflicts in the Black Sea region, we remarked that the most frequently used function of language is the conative one for Romanian and French contexts, and the phatic one for English contexts, which is aimed to offset aggression and maintain balance. The escalation of the War in Ukraine is an explicit evidence of ignorance the importance of the phatic function in political and diplomatic relations between countries and the complete lack of both linguistic and psychological contact, which led to the prevalence of the referential function in all the researched languages. Thus, the war facts are tied to be conveyed in the most objective way possible, a goal that is not always respected by both hostile parties. In the contexts regarding migration and human rights, the dominant function in all three investigated languages, both from the point of view of frequency and intention, is the referential one. This function does not accept

subjective opinions, pursuing the goal of sending objective and accurate information (see graphic representation 3.13 of annex 8).

10. Since the pragmatic aspect is deduced from the semantic one, the research of the euphemistic dimension of diplomatic language was semantic, stylistic and structural, which allowed a wide spectrum of observations:

a) from the semantic point of view, softening/veiling euphemisms turned out to prevail in the contexts of all the topics for all the researched languages, being followed, with a significantly smaller gap, by the intensifying/increasing ones, which appear to be slightly more frequent in English contexts referring to frozen conflicts and almost lacking in the contexts of migration and human rights in French (see graphic representation 3.14 in annex 8). This observation fully confirms our hypothesis that euphemism is a linguistic phenomenon used to veil rude words. At the same time, Romanian contexts referring to frozen conflicts endorse the presence of some dysphemisms used as a reaction to situations of high tension;

b) the stylistic perspective reveals the expressiveness and affective component of euphemisms. Within the framework of our study, the most frequent figure of speech by means of which euphemisms present in the diplomatic language are expressed in all the investigated topics and languages is litotes, being followed by metaphor and hyperbole. The achieved results come in contradiction with the theoretical assertion, according to which metaphor is the most frequent stylistic device that is used to create euphemisms. The outcome of this study, according to which litotes is the stylistic device that corresponds to the euphemism, has an explanatory theoretical basis, since litotes has the ability to shed light on an idea by resorting to understatement and, at the same time, to politeness and modesty, leaving room to understand more than is actually said;

c) the structural perspective provides a thorough insight on the evolution and use of linguistic signs with euphemistic burden, thus influencing the meaning of words and contributing to the enrichment of vocabulary. Thus, as concerns the subject of frozen conflicts, the most productive means of enriching the vocabulary proves to be linguistic calques translated from English, a fact that proves the dominance of the English language on the contemporary diplomatic environment. As concerns the escalation of the War in Ukraine, the most productive means of enriching the vocabulary is the change of lexical value, while for the topic of migration and human rights – derivation.

11. The identification and description of pragma-semantic functions of euphemisms revealed both the sender's attitude towards the receiver and the degree of intentionality regarding the delivered message. Thus, within the analysed corpus, the top position both in terms of frequency and importance for all investigated topics and languages is held by the protection/mitigation

function. This placement fully confirms the core hypothesis of our dissertation, according to which diplomatic language is a language with a well-defined purpose, which deliberately resorts to euphemisms that aim to offset the impact of the diplomatic discourse, thus creating premises for diplomatic manoeuvres. Nevertheless, this function is followed by the strategic one with a significantly smaller gap, being slightly more pronounced for frozen conflicts contexts in French and English, but which decreases significantly as concerns the escalation of the War in Ukraine and migration and human rights, in English contexts. This finding confirms the primary goal of diplomacy to peacefully find solutions to any conflict, through strategic messages that could avoid the decline of diplomatic relations between states, a fact that was not achieved during the escalation of the War in Ukraine (see graphic representation 3.15 of annex 8).

Therefore, based on our research, the **core hypothesis of our dissertation** is fully confirmed. The epistemological and methodological research that served as the basis for our study proves that both the core hypothesis and the theses intended for investigation confirm the assertion that euphemisms serve as alternative to a rude and impolite language (thesis 1). Subsequently, the diplomatic language asserts its status of the language of power and can be used as a strategy of disguised persuasion and influence (thesis 2). Hence, it becomes a language with a well-defined purpose, which deliberately resorts to euphemism aiming to offset the impact of the diplomatic language, thus creating premises for diplomatic manoeuvres (thesis 3).

Hoping that our research can contribute to building bridges between scholars and diplomatic practitioners and serve as a starting point for further work, we propose the following recommendations:

- To research the diplomatic language from various perspectives based on the methodology proposed in this paper, since the exploitation of the informative potential of the various perspectives, based on a well-argued methodology, would favour the highlighting of some hidden aspects that young linguists and diplomats should identify and apply accordingly.
- To ensure that the findings of this thesis contribute to the further research of the diplomatic language.
- To use the analysed euphemisms in the factual corpus to perceive the implicit meaning of euphemisms used in diplomatic contexts.
- Hoping that the findings of this research are plausible enough both for linguists and for those who are at the beginning of their diplomatic career, we recommend to take advantage of the aid-driven character of diplomacy in the alignment of common linguistic strategies.

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### **Articles published in journals abroad:**

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### **Articles in the proceedings of the international scientific conferences**

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### **Articles in the proceedings of the international scientific conferences**

#### **(published in the Republic of Moldova):**

8. BOBEICĂ, Galina. Euphemistic Language in the Diplomatic Discourse. In: *Noi tendințe în predarea limbajelor de specialitate în contextul racordării învățământului superior la cerințele pieței muncii*. Chisinau, 2017, 2<sup>nd</sup> edition, pp. 14-18. ISBN 978-9975-56-433-5.

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## ANNOTATION IN ROMANIAN

**Galina Bobeică: Dimensiunea eufemistică în limbajul diplomatic: studiu contrastiv în limbile engleză, franceză și română, teză de doctor în filologie, Chișinău, 2022.**

**Structura tezei:** introducere, trei capitole, concluzii generale și recomandări, un tabel, 17 figuri, bibliografie constituită din 171 de titluri, 165 de pagini (text de bază), 7 anexe și un glosar de eufemisme în română, engleză, franceză. Rezultatele cercetării sunt publicate în 10 lucrări științifice.

**Cuvinte-cheie:** limbaj diplomatic, eufemism, clasificarea eufemismelor, funcțiile eufemismelor, disfemism, tabu, corectitudine politică, politețe, cod, influențare.

**Scopul lucrării** constă în elucidarea caracterului ambiguu și echivoc al limbajului diplomatic, care utilizează strategii de camuflare a aspectelor negative prin prezentarea acestora într-un mod cât mai amiabil posibil (dimensiunea eufemistică), studiind și comparând particularitățile eufemismului în limba română și ale corespondențelor lui în limbile engleză și franceză, precum și stabilirea impactului pe care eufemismul îl are asupra destinatarului în limbile română, engleză și franceză.

**Obiectivele** cercetării sunt: stabilirea unui cadru teoretic și metodologic pertinent pentru elaborarea unui studiu exhaustiv al dimensiunii eufemistice ca trăsătură de bază a limbajului diplomatic; caracterizarea traiectoriei ascendente a limbajului diplomatic; descrierea mecanismelor de funcționare a limbii și a particularităților de manifestare a limbajului diplomatic; definirea și identificarea caracteristicilor teoretice ale eufemismelor; identificarea interferențelor eufemismului cu politețea și corectitudinea politică din punct de vedere pragmatic și a celor cu disfemismul și tabuul din punct de vedere semantic; efectuarea unei tipologii a eufemismelor conform caracteristicilor formale și funcționale; sintetizarea funcțiilor eufemismelor în limbajul diplomatic din perspectivă semantică, ca proces de codificare a mesajului și din perspectivă pragmatică, ca proces de interacțiune strategică între diplomați în limbile română, engleză și franceză; elucidarea mecanismelor de funcționare a dimensiunii eufemistice în limbajul diplomatic prin determinarea similitudinilor și diferențelor în limbile română, engleză și franceză.

**Noutatea și originalitatea științifică a cercetării** rezidă în investigarea eufemismului prin explorarea diverselor posibilități de codare, decodare și interpretare a eufemismelor din limbajul diplomatic, în plan contrastiv cu limbile engleză și franceză.

**Problema științifică soluționată** constă în analiza interacțiunii funcțiilor limbii cu limbajul diplomatic, evaluarea efectelor pragmasemantice în decodarea eufemismelor și observarea tendințelor de eufemizare a limbajului diplomatic în limbile română, engleză și franceză.

**Importanța teoretică:** Cercetarea reprezintă un parcurs în cercuri concentrice, orientând studiul de la un cadru larg, al creionării caracteristicilor limbajului diplomatic pe parcursul evoluției sale începând cu epoca antică și culminând cu epoca contemporană, până la aspectele aplicative ale eufemismului, ca trăsătură de bază a limbajului diplomatic, într-un amplu studiu de caz dedicat evenimentelor ce afectează securitatea regională a țării noastre în limbile română, engleză și franceză.

**Valoarea aplicativă a lucrării** se confirmă prin relevarea originalității rezultatelor obținute în vederea cercetării ulterioare a fenomenului eufemizării, reliefaarea instrumentelor pertinente pentru elaborarea unui discurs cu intenții persuasive. Materialul factual investigat în cadrul corpusului poate servi la facilitarea comunicării diplomatice și la consolidarea cunoștințelor și competențelor necesare pentru perceperea caracterului echivoc al limbajului diplomatic în situații de conflict.

**Implementarea rezultatelor științifice.** Rezultatele acestei lucrări au fost implementate în cadrul comunicărilor științifice prezentate la conferințe internaționale și publicate în culegerile acestora, precum și în reviste de specialitate.



## ANNOTATION IN ENGLISH

**Galina Bobeica: The euphemistic dimension in diplomatic language: a contrastive study in English, French, and Romanian, PhD thesis in philology, Chisinau, 2022.**

**Structure of the thesis:** introduction, three chapters, general conclusions and recommendations, one table, 17 figures, bibliography consisting of 171 sources, 165 pages of body text, 7 annexes and one glossary of euphemisms in Romanian, English, French. The research results are published in 10 scientific papers.

**Key words:** diplomatic language, euphemism, classification of euphemisms, functions of euphemisms, dysphemism, taboo, political correctness, politeness, code, influence.

**Purpose of research:** consists in highlighting the ambiguous and equivocal nature of diplomatic language, which veils the negative aspects and deliver them in the most friendly way possible (the euphemistic dimension), studying and comparing the particularities of euphemism in Romanian and its correspondence in English and French, as well as establishing the impact the euphemism has on the receiver in Romanian, English and French.

**Objectives of research:** establishing a relevant theoretical and methodological framework to develop a thorough study of the euphemism as a basic feature of diplomatic language; characterizing the upward trend of diplomatic language; describing the mechanisms of language functioning and the peculiarities of diplomatic language; defining the theoretical characteristics of euphemisms; identifying the interferences of euphemism with politeness and political correctness from the pragmatic point of view and those with dysphemism and taboo from the semantic point of view; carrying out a typology of euphemisms; synthesizing the functions of euphemisms from a semantic perspective, as a process of encoding the message and from a pragmatic perspective, as a process of strategic interaction between diplomats in Romanian, English and French; shedding light on the functioning mechanisms of euphemisms present in the diplomatic language by identifying the similarities and differences in Romanian, English and French.

**Scientific novelty and originality** of the research resides in the investigation of euphemism by exploring the various possibilities of coding, decoding and interpretation of euphemisms in diplomatic language, contrastingly with the English and French languages.

**The solved scientific problem** consists in the analysis of the interaction of the language functions with the diplomatic language, the evaluation of the pragma-semantic effects in the decoding of euphemisms and the observation of euphemising trends of the diplomatic language in the Romanian, English and French languages.

**Theoretical significance:** The research represents a process in concentric circles, guiding our study from a broad framework, of shaping the diplomatic language features during its evolution starting from the ancient era and rounding off with the contemporary era, up to the applicative aspects of euphemism, as a basic feature of diplomatic language, in an extensive case study depicting the events that affect the regional security of our country in Romanian, English and French.

**Applied value of research** is confirmed by revealing the originality of the results obtained in order to further research the euphemising phenomenon, highlighting the relevant tools in order to draft persuasive intentions. The factual material investigated within the corpus can facilitate diplomatic communication and strengthen the knowledge and skills needed to perceive the equivocal nature of diplomatic language during conflict situations.

**Implementation of scientific results.** The results of this work were implemented in scientific communications presented at international conferences and published in their collections, as well as in specialized journals.

## ANNOTATION IN RUSSIAN

**Галина Бобейкэ:** Эвфемистическое измерение в дипломатическом языке: сопоставительное исследование на английском, французском и румынском языках, кандидатская диссертация по филологии, Кишинев, 2022.

**Структура диссертации:** введение, три главы, общие выводы и рекомендации, таблица, 17 рисунков, библиография из 171 названия, 165 страниц (основной текст), 7 приложений и глоссарий эвфемизмов на румынском, английском, французском языках. Результаты исследований опубликованы в 10 научных работах.

**Ключевые слова:** дипломатический язык, эвфемизм, классификация эвфемизмов, функции эвфемизмов, дисфемизм, табу, политкорректность, вежливость, кодекс, влияние.

**Цель работы** состоит в том, чтобы пролить свет на двусмысленный и сомнительный характер дипломатического языка, который использует стратегии для маскировки негативных аспектов, представляя их в максимально дружелюбной форме, изучив и сравнив особенности эвфемизма в румынском и его соответствия на английском и французском языках.

**Задачи исследования:** создание соответствующей теоретической и методологической базы для разработки исследования эвфемистического измерения как основной черты дипломатического языка; характеристика восходящей траектории дипломатического языка; описание механизмов функционирования языка и особенностей проявления дипломатического языка; определение теоретических характеристик эвфемизмов; выявление интерференций эвфемизма с вежливостью и политкорректностью с прагматической точки зрения и интерференции с дисфемизмом и табу с семантической точки зрения; классификация эвфемизмов по формальным и функциональным признакам; синтез функций эвфемизмов с семантической и с прагматической точек зрения; выяснение механизмов функционирования эвфемистического измерения путем определения сходств и различий в румынском, английском и французском языках.

**Новизна и научная оригинальность исследования** заключается в исследовании эвфемизмов путем изучения различных возможностей кодирования, декодирования и интерпретации эвфемизмов в дипломатическом языке, в отличие от английского и французского языков.

**Решаемая научная задача** состоит в анализе взаимодействия языковых функций с дипломатическим языком, оценке прагматико-семантических эффектов при декодировании эвфемизмов и наблюдении тенденций эвфемизации дипломатического языка в румынском, английском и французском языках.

**Теоретическая значимость:** исследование представляет собой путь в концентрических кругах, ориентируя исследование в широких рамках, описание характеристик дипломатического языка в ходе его эволюции, начиная с древней эпохи и заканчивая современной эпохой, вплоть до прикладных аспектов эвфемизма, как основная черта дипломатического языка, в обширном тематическом исследовании, посвященном событиям, влияющим на региональную безопасность нашей страны, на румынском, английском и французском языках.

**Прикладная ценность работы** подтверждается выделением оригинальности полученных результатов с целью дальнейшего исследования эвфемизма, выделением соответствующих средств для составления дискурса с убедительными намерениями. Фактический материал, может служить для облегчения дипломатического общения и укрепления знаний и навыков, необходимых для восприятия двусмысленного характера дипломатического языка в конфликтных ситуациях.

**Внедрение научных результатов.** Результаты этой работы были реализованы в научных коммуникациях, представленных на международных конференциях и опубликованных в их сборниках, а также в специализированных журналах.

GALINA BOBEICA

THE EUPHEMISTIC DIMENSION OF DIPLOMATIC LANGUAGE:  
A CONTRASTIVE STUDY IN ENGLISH, FRENCH, AND ROMANIAN

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