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Semantic Analysis of Euphemisms Related to Ecology, Electricity, and Technology Policy in German Language Political Discourse

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Abstract: *In the article, the author made a semantic analysis of euphemisms related to ecology, electricity, and technical policy in political discourse in newspapers and magazines.*

Keywords: *euphemism, discourse, political language, ecology, electricity, and technology.*

Today, changes in various fields are evident in every field. Changes in the world have not left their impact on electricity, and the development of technical systems, and the launch of various enterprises and factories, along with great changes and innovations, have also harmed people and nature. For example, euphemisms are widely used to describe various reactor accidents due to the use of different nuclear energy, nuclear waste that has been radiating for centuries, and such problems that have not yet been solved. Humanity faces a number of problematic questions, and they are forced to reduce, at least verbally, the great consequences of nuclear energy, keeping the environment clean and delivering electricity to the next generation.

"The Bund will write neue Regeln schreiben, um Trickereien bei der Grunderwerbsteuer zu begegnen. Er hat Immobilienspekulation im Blick, doch könnte er auch Industrieparks schaden [1]".

Industrieparks mentioned in this text related to economic information, on the one hand, bring great benefits to the economy, but on the other hand, it causes great harm to the environment. The use of the word park also indicates that there are large factories in one place. So, it means that they emit so many harmful gases into the environment. This article emphasizes only the economic indicators of industrial parks instead of the consequences of environmental damage.

In the field of electricity, especially nuclear power, euphemisms are a little more common, because, despite the fact that this energy is much more powerful than others, its damage in an emergency is also the same.

"Ohne die Kernkraft sei der Klimawandel nicht aufzuhalten, glauben die Atombefürworter." Ein verstrahlter Planet rette die Menschheit aber auch nicht, entgegnen die Atomkraftgegner [2]".

Atomic energy is replaced by the euphemistic word *die Kernkraft* in this article, and its meaning is slightly reduced by linguistics in order not to arouse various fears among the people.

The following example is from an article written in the *Frankfurter Allgemeine Zeitung*, where the euphemism for the word *Kernkraft*, instead of the word *Atomkraft*, subtly shows the extent of its influence.

"Nicht näher zu definierendes, nor verbleibendes Risiko nach Beseitigung bzw. Consideration of all conceivable quantifiable risks bei einer Risikobetrachtung [3] "

Restrisiko instead of expressing a very large risk *unkalkulierbaren Risiko*.

shows that they are very ready to even talk about " *Rest -residue*" in the face of the deadly chaos of the radioactive lava pile. The term is obviously pejorative, so it's a euphemism because no matter how big or small the risk is, it's still a risk.

In the above sentence, a risk assessment defines a risk that cannot be determined in more detail after eliminating or considering all possible quantifiable risks. So, its consequences are huge and immeasurable. That is why it is considered a euphemism.

"Ich konnte damit nichts anfangen und musste sofort an Brückentechnologie denken, also an eine halb fertige Idee, bis jemandem etwas Besseres einfällt [4] "

There are some technologies that only serve as a bridge to existing and future ones. In atomic energy in 1986

one such technology was used and had to fulfill its function during the transition period. It is also called *Übergangstechnologie*. The following article states that *Brückentechnologie* is a half-baked idea until others are discovered and that it is not yet fully functional and may cause major problems in the future if it is not improved. The fact that this article refers to a bridge technology instead of a technology that is not yet fully operational will also reduce the confusion people have about using the technology.

"Wer in diesen Monaten Post von seinem Energieversorger erhält, hat meist wenig Grund zur Freude. Viele Gas- und Stromanbieter präsentieren teils horrenden Preiserhöhungen [5] "

Energieversorger used in the electricity sector originally means a monopoly on the supply of electricity. According to the article, the fact that an energy supplier raises prices for gas and electricity is also a sign that it is a monopoly in a certain area. On the one hand, his name as a supplier means that he supplies electricity and the population is happy about it, but on the other hand, it means that he can raise prices whenever he wants.

"Verzögerungen im Betriebsablauf" etwa sei zwar ein Klassiker bei der Bahn, der Informationsgehalt für den Fahrgast sei aber gering. Besser sei, die Störung genau genau zu benennen und - falls möglich - auch die konkreten Folgen [6] "

A piece of brief general information for passengers with the euphemism "*Verzögerungen im Betriebsablauf*" often used at the station for train delays. Delays for any reason are usually not announced. It may also not arrive on time due to technical problems or other events, and it is considered a euphemism for such meanings to be summed up as "operational delays".

The analyzed examples show that the role of euphemisms, especially those used in political discourses, is very important, because linguistically describing the events in the political environment and presenting them to the public is a huge responsibility, and precisely the role of euphemisms in political discourses as a result of its application, the negative aspects of the changes taking place in the society can be correctly conveyed to the public.

Euphemisms are used in political discourses to replace words that are unpleasant, rude, insulting, or expressing horror, pain, suffering, fear, disrespect, various discriminations, crime, betrayal, etc. are

replaced by words with fewer secrets. Their importance is considered to be significant, especially for the proper delivery of various political parties and issues to the society, improvement of political relations, and wider establishment of friendship and cooperation relations between the countries.

The use of euphemisms is especially important in such fields as politics, medicine, ecology, military, sports, electricity, and economy.

Research on euphemisms in German journalism has shown that this stylistic device helps readers understand texts more quickly and serves to embellish and soften unpleasant and obscene information. Compared to euphemisms in everyday language, euphemisms in political language are not just for decoration, but euphemisms used in journalism have a specific purpose, on the one hand, to soften the situation, and on the other hand, to influence the opinion of the readers of newspapers and magazines. transfer serves to direct their thinking in a positive direction.

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