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PRAGMATIC ASPECTS OF EUPHEMISMS IN TOURISM MANAGEMENT

The article deals with the issues related to the functioning of euphemisms in tourism management. The factors that determine the renewal of euphemistic space with new units are outlined. Attention is focused on the use of euphemisms by service sector specialists as units of the secondary nomination with a relatively positive connotation, which contributes to the softening and effectiveness of professional communication.

Keywords: euphemisms, management, communication, tourism.

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ПРАГМАТИЧНІ АСПЕКТИ ВИКОРИСТАННЯ ЕВФЕМІЗМІВ У ТУРИСТИЧНОМУ МЕНЕДЖМЕНТІ

У статті висвітлено питання, пов'язані з функціонуванням евфемізмів в туристичному менеджменті. Окреслені фактори, що обумовлюють поновлення евфемістичного простору новими одиницями. Закцентовано увагу на застосуванні евфемізмів фахівцями сфери обслуговування, як одиниць вторинної номінації з відносно позитивною конотацією, що сприяє пом'якшенню та ефективності професійної комунікації.

Ключові слова: евфемізми, менеджмент, комунікація, туристична сфера.

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ПРАГМАТИЧЕСКИЙ АСПЕКТ ИСПОЛЬЗОВАНИЯ ЭВФЕМИЗМОВ В ТУРИСТИЧЕСКОМ МЕНЕДЖМЕНТЕ

В статье освещены вопросы, связанные с функционированием эвфемизмов в туристическом менеджменте. Указанные факторы, обуславливающие обновления эвфемистического пространства новыми единицами. Акцентировано внимание на применении эвфемизмов специалистами сферы обслуживания, как единиц вторичной номинации с относительно положительной коннотацией, что способствует смягчению и эффективности профессиональной коммуникации.

Ключевые слова: эвфемизмы, менеджмент, коммуникация, туристическая сфера.

Problem statement. The success of doing business at any level significantly depends on the specifics of conducting business negotiations. The tourism sector is particularly sensitive in this aspect. Business communication is the interaction of communicants aimed at achieving a commercial goal. Politeness and tact play an important role in this case. In order to effectively apply these tools in communication it is important to understand how to verbalize them. Therefore, the use of such a stylistic figure as a euphemism in professional communication is a key necessity.

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Analysis of recent research and publications. The problems of euphemism have been in the focus of attention of such researchers as F. S. Bacevych [2], Yu. O. Makeievets [6], O. I. Manyutina [7], Yu. S. Poltavets [9], et al.

Purpose of the study. Consideration of pragmatic aspects of euphemisms in tourism management.

Basic study results. Euphemisms in business communication are signs requiring a special interpretation. Their main function is to signal the existence of a hidden conflict between ethical principles and benefits. According to the definition of D. M. Shmeliev, euphemisms are "words and expressions used in certain conditions to replace the undesirable, impolite, too harsh terms" [10, p. 199].

Nonverbal (facial expressions, gestures) and paraverbal communication (speech tempo, volume, articulation, pauses, etc.) play a huge role in conducting a high-quality effective dialogue, but still in tourism, the result of selling tours significantly depends on the speech competence of travel company managers. The key feature of the level of communication ability of a specialist is a masterful command of such language tools that reflect in their semantics not only the goal and subjective orientation of the speaker, but also are able to persuade potential tourists to positively assess the objects and phenomena in the received messages and, therefore, to purchase a tour [8].

The ability to deftly interact with the client, to build the structure of the dialogue efficiently, using an appropriate verbal component is an important characteristic of a person's social status. The speaker's use of euphemisms eloquently demonstrates his/her sensitivity to the status. The higher the status of the speaker, the more euphemisms he/she is likely to use in his speech.

Functional-communicative and pragmatic aspects of the meaning of the utterance are related to the general principles of improving interpretation, where an important condition for the success of the professional communication act is the application of the principle of politeness with all varieties of its implementation [4, p. 2].

A highly professional communication is an integral factor of tourism and the dominant feature of the tourism business. The functional-pragmatic model of communication involves choosing speech tools from the available fund to express thoughts clearly, eloquently and successfully in order to achieve the greatest planned pragmatic result [3, p. 191].

Traditionally, a euphemism is a consequence of lexical taboos, which due to certain historical circumstances and an established worldview, are applied to the names of certain objects and phenomena of the surrounding world in order to convey their meaning more veiled and avoid potentially unpleasant moments [5, p. 50].

It is for this purpose that the addressee often avoids direct statements, preferring speech acts with a somewhat veiled meaning: he expresses his communicative intention indistinctly, allowing the listener to choose to "soften requests, questions and comments, or to say unpleasant things to the addressee, avoiding unpleasant consequences for himself" [1, p. 362].

As Y. J. Makeievets notes, euphemisms have a remarkable ability to manipulate the recipient. After all, firstly, they hide the true essence of the phenomenon by creating a neutral or positive connotation; secondly, to give a word the status of a euphemism, it is necessary to identify the hidden denotation, otherwise the euphemism will not be recognized. Since the average recipient of information does not notice the

euphemistic tactics of the speaker due to the accidental nature of euphemisms, the manipulative influence is easy to implement [6, p. 22-28].

"An integral condition for the euphemisms functioning, Y. S. Poltavets underlines, is their understanding, an adequate interpretation by both participants of communication. The interpretation of the secondary nomination units depends on the context of communication and is provided by a person's ability to think associatively. To understand the euphemistic substitute, the speaker must have the right associations that will allow him to correlate the substitute with the denotation" [9, p. 225-236].

Studying the lexical-semantic and functional features of euphemisms in modern English, O. I. Manyutina concludes that a euphemism is generally a reclamation language unit, an alternative to unwanted utterances, chosen to prevent the loss or damage of the social face in the process of communication [7].

In tourist professional communication, euphemisms are defined as units of secondary nomination with a relatively positive connotation; they serve as substitutes for direct names, the use of which is undesirable for a number of social or psychological reasons. However, modern euphemisms of the tourism sector are not necessarily used to replace a rude or offensive expression, veiling negative aspects or to mitigate unpleasant messages, more often it is a kind of manifestation of tolerance, a variant of observing the rules of politeness, which creates an appropriate atmosphere to achieve the desired perlocutionary effect, an acceptable background for the implementation of the goal.

"Since the way we nominate things affects the way they are perceived" [11, p. 25], euphemisms in tourism are the optimal means for:

1) expression of good breeding, loyalty to partners and potential tourists: passenger with disabilities (instead of deaf, mute, crippled); elderly tourists (instead of the old); third-age tourists (instead of retired tourists); tourists who abuse alcoholic beverages (instead of drunkards), unscrupulous tourists (instead of brawler tourists), "low-income people", "deprived of benefits", "socially disadvantaged", "low-privileged" or "low-income" (instead of poor tourists). Such euphemisms are used to avoid discrimination and reflect the desire of communicants to preserve speech cooperation. The formation of such expressions is due to the pragmatic principle of education and tolerance;

2) mitigating the message about an event, an object that may cause a negative reaction of the addressee: you may be refused to open a visa due to the lack of confirmation of the availability of material support (instead of you will be refused to open a visa, because you are poor); ... traffic in Nepal is left-hand and quite chaotic (instead of Dear tourists, in Nepal you will not be able to drive an automobile, because the roads are a complete mess) (from the oral speech of managers of travel companies). The use of such euphemisms is aimed at preventing negative emotions and allows you to independently comprehend and assess the situation. Interpretation of secondary nomination units is provided by a person's ability to think associatively. The addressee must have the right associations that will allow them to correlate the substitute with the denotatum;

3) striving to improve denotation: during bus crossings, there will be sanitary stops every 3-3.5 hours (instead of stopping to go to the toilet in 3-3.5 hours) (from the oral speech of the accompanee of a tourist group). In this case euphemisms are used to replace an unwanted rough colloquial utterance;

4) veiling potentially unpleasant moments: tours that do not sparkle interest in tourists and that can barely be sold for half of the price are not called junk, but mainly – "not the most optimal assortment"; "in low season, we observe the growth without tourist market development", which indicates stagnation and lack of sales, etc. This approach reveals the specialist's desire to hide aspects of reality that he does not want to talk openly about;

5) attempts of a tourism specialist to influence the tourist's value orientations in a certain way, to change his attitude to what is being reported, to encourage certain actions (to purchase a tourist product, choose a certain tourist object or country to visit: with the current exchange rate of foreign currency, not everyone can afford a trip abroad, so Zatoka, Zhelezny Port, Kyrylivka and Grybivka are the best domestic options for tourists ((from advertising brochures). This construction of a statement is reduced to finding the reason, the object on which you can rely so that the sentence has a winning appearance.

Researchers of indirect illocutions rightly believe that "an indirect speech act can be communicatively much more flexible and effective than a direct one. In certain situations, a literal speech act may not be strong enough to achieve communicative goals, and as a result, the speaker's intention is to create another non – literal speech act" [2, p. 55]. For example, instead of the direct phrase "Buy tours in our travel agency!", the expression "We will provide you with an unforgettable holiday!" – and this option is more effective and euphonious for the client, although the final goal has not changed.

Conclusions. Thus, euphemisms have a powerful pragmatic potential in tourism management. In tourism, they are used primarily to prevent communicative discomfort. Euphemistic units help the addressee express respect, avoid conflict situations, violation of social norms, and ensure successful dialogue without which a full-fledged communication would fail to exist.

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