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X-phemisms are placed on a lexical continuum with euphemism (sweet-talk) on the one end, dysphemism (impolite talk) on the other, and orthophemism (straight-talk) somewhere between the two (p. 29).

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### **Euphemism And Dysphemism Language Used As Shield And Weapon**

mannered, language users prefer to employ a range of so-called concealing mechanisms available in any natural language, such as a euphemism or a dysphemism. This article is an attempt to explore the tremendously thin boundary line between the two concepts, as well as to provide examples of both.

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Euphemism and dysphemism have contrary purposes. As politeness strategies, euphemism minimizes social embarrassment or offence to others. Dysphemism increases these, sometimes for comic effect. As political strategies, euphemism minimizes social embarrassment, usually to protect the speaker rather than the audience. The protection hides unpleasant truths in inoffensive and ambiguous words. Dysphemism deliberately embarrasses speakers of euphemisms and may castigate their conduct.

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Euphemisms have existed throughout recorded history; they are used even by preliterate peoples and have probably been around since recognizably human languages first developed. The same is true of ...

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EXPRESSING VALUES IN POSITIVE AND NEGATIVE EUPHEMISMS ... and sometimes it means that a dysphemism, a corresponding dispreferred word or phrase is avoided. This paper analyses how the meaning of euphemisms is related to their more direct or dispreferred equivalents; the analysis begins with identifying the paradigmatic sense relations between euphemisms and their non- Submitted May 2011 ...

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