

## **DER EUPHEMISMUS IM ÖFFENTLICHEN SPRACHGEBRAUCH – VERHÜLLEND, VERSCHLEIERND ODER VERLOGEN?**

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**Abstract:** *This paper focusses on the usage of euphemisms in public discourse and is based upon the thesis that they have both veiling and disguising character while heavily influencing the public opinion. It also deals with the semantic shift euphemisms experienced over the last decades and their perception as lies and metaphors. Euphemisms are not only present in language, they are part of human life and can be found in psychology, sociology, politics, economics, religion or media. Basically, they are to be found in all domains that cover taboos for a specific purpose. Taboos change in time, thus controlling the formation of new euphemisms.*

**Keywords:** *euphemisms in public discourse, veiling vs. disguising euphemisms, euphemistic lies and metaphors*