

EUPHEMISMS – SWEET TALKING AND FACE SAVING IN BUSINESS RELATIONS

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Abstract: *The paper concentrates on the role of mastering linguistic variations through the practice of vocabulary repertoires. It attempts to provide a careful analysis of the linguistic communication focused on contextual business factors. By using widespread sources of informal language, the article offers a powerful working companion to all those interested in touching base with specialized language communities with a threefold purpose: the first part discusses the essential aspects of informal/’colloquial’ language (euphemisms, slang, jargon, colloquialisms) which crop up in corporate communication. The second part highlights the technique of creating euphemisms and inventing a vocabulary of euphemistic verbs and idioms. The third part examines the linguistic concepts of doublespeak, or doubletalk, and doublethink. The findings show that euphemisms are the ace we have up our sleeve to fight against verbal taboos, a form of linguistic polishing/whitewashing language.*

Keywords: *business relations, colloquial language, euphemisms, linguistic polishing, verbal taboos*