

Euphemism

- Made up of three bound *morphemes*:, all Greek in origin:

**eu (good) +
phem(voice) +
ism (act/result)**

Examples of Euphemisms

1. garbage man → sanitation engineer
2. old people → senior citizens
3. die → pass away
4. the dead → the deceased /the late
5. burier → undertaker / mortician
6. insane asylum → mental institutions



Sanitary landfill for *garbage dump*

Ill-advised for *bad decision*

Pre-owned vehicles for *used cars*

Correctional facility for *prison*

Enhanced interrogation technique
for *torture*.

The Power of Connotation

The term "concentration camp," was once used to describe camps used to house civilian prisoners in close (concentrated) quarters, by the British during the Boer War, primarily because it sounded bland and inoffensive.

After the Third Reich used the expression to describe its death camps, the term gained enormous negative connotation.

Comedian George Carlin gave a famous monologue of how he thought euphemisms undermine attitudes towards serious issues.

Side Effects of War on the Psyche

Shell shock (World War I)

Battle fatigue (World War II)

Operational exhaustion (Korean War)

*Post-traumatic stress disorder
(Preferred since Vietnam)*