

**Euphemism And Dysphemism  
in the Age of Coronavirusim!  
"Political and Healthcare Speeches  
: A Critical Discourse Analysis"**

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## Abstract

The current study aims at investigating the X-phemization (Euphemism and Dysphemism) of coronavirus and non-coronavirus linguistic elements in a sub-genre of discourse analysis, viz. discourse of disease in the age of Coronavirusism, as indicated in the title. Since such a discourse constitutes the core of the news sagging between the politicians' and healthcare providers' speeches, newspapers are chosen as a reliable source for the corpora, (17) news (10 on politics and 7 on healthcare) were extracted from the BBC News, WORLD News, SPIN News, and CNN News Websites.

The study adopted Van Dijk's (2000) socio-cognitive model for analyzing the data under investigation. The findings show that (5) of the corpora were euphemistically and (5) dysphemistically directed by the politicians whereas (7) and (4) were master by the healthcare providers euphemistically and dysphemistically, respectively conveying a variety of messages to the public. The findings also show that the powerful people were successful in directing the behaviors and attitudes of the audience through utilizing X-phemization as linguistic strategy.

**Keywords:** ideology ; in/directness ; negativism ; positivism ; power.

## 1. Introduction

### 1.1. Critical Discourse Analysis (CDA)

CDA has been defined by different scholars, some of the key definitions are going to be provided. To begin with, Fairclough (1995: 132-133) stated that "CDA means actually discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes. Investigating how (1) such practices, events, and texts arise out of, (2) they are ideologically shaped by relations of power and struggles over power, (3) the opacity of these relationships between discourse and society are explored. CDA, in this sense, is an interdisciplinary approach to the study of discourse in which language is considered as a social practice.

In the same vein, Wodak and Meyer (2001: 2) added that CDA may be defined as fundamentally concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. For his part, Van Dijk (2001: 352) claimed that “CDA is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.” As far as researcher’s view is concerned, CDA is basically concerned with explanation and interpretation of a text whether written or spoken. What CDA is really about, then, is not only the linguistic unit; rather, it is about the complex social phenomenon in which language exists. The prominent objectives of CDA is to account for how power and ideologies are produced, enacted, and legitimized by certain discourse structure.

## 1.2. Discourse, Power and Ideology

Van Dijk (2004: 25) argued that power is not only a way to control the act of other individuals, but also to control their minds, and such mind control is largely discursive. Therefore, discourse plays a fundamental role in the cycle of the production of social power. In this respect, Fairclough (1995:17) asserts that power relation is that of asymmetrical, unequal, and empowering relation that belongs to a special group in the society. The dominant group is the group which has access to discourse and language in the society. Having this privilege, the powerful class will be able to control the content and genre of discourse in mass media, institutions and other organizations. By so doing, the dominant group imposes their ideologies in the society. For this reason, Wodak and Meyer 2001:10) stated that “For CDA, language is not powerful on its own – it gains power by the use powerful people make of it. As for ideology, Van Dijk (2004: 27-28) defined it in terms of the fundamental cognitive beliefs that are at the basis of the social representations shared by the members of a group.

Individuals, in fact, may have ideological racist or sexist beliefs (e.g., about inequality) that are at the basis of racist and sexist prejudices shared by the members of their group, discourse and other social practices. Besides, ideologies and discourse can be connected

with the ways they are discursively reproduced, as well as with the ways members of a group reproduce their social position and conditions in their social cognitions and discourses (Ibid.). One can conclude that ideology can be constructed by controlling the mind of individuals. Through exploiting media and other platforms, the powerful people are able to change or maintain the attitudes of their audience. Mind management would certainly be achieved by delivering effective and persuasive discourse. The pivotal note to be made here is that the ideologies are enacted and exercised through discourse.

### 1.3. X-phemization:Background History

Euphemism is rooted back to remote centuries , the earliest civilizations so to speak , and it is as old as the existence of human societies which indicates the potential of such a linguistic phenomenon in our life. Etymologically ,euphemism is Greek in origin meaning speak fair as mentioned by lexicographers in dictionaries on etymology of words; eu in Greek meaning well, and phem meaning speak. The principal purpose for its existence is related to religion. Gods and other divines were reserved words only for priests to utter in fear of blasphemy and supernatural danger. According to Greek methodology , Zeus, king of the gods , the thundered , could control the weather and sky since thunder is the mighty weapon used to assume domination. For layman , these terms are reserved . In this sense , the first and the original motivation behind the emergence and use of euphemisms in language is religion. This is universal as human share rationality (Ardó 2001) resulting in the fact that humans regard with great respect every single entity related to religion.

In her view , Azkiyah(2008) , euphemism is endemic in all cultures as it is widespread in the traditions and the customs of each society ; “[o]ne of [its] principles is that the dispreferred expressions should be replaced by the preferred expressions ...on a given context or occasion”(p.vii).Yet , her view does not take the communicator to deceive their audience; it is a matter of saving face. So, avoiding loss of the face by the speaker, the hearer, or the third party is the major motivation behind using euphemism is the principle of

euphemism agreed upon by the scholars in the literature. Yet , there is another face of the coin of euphemism – hiding facts – which we would like to magnify in the literature as Rababah(2015,p.:1) states :“... in our daily conversations and in certain occasions, people deliberately or indeliberately tend to be indirect and they try to hide the truth from their addressees”. To be more accurate ,in political contexts “[e]uphemisms are place-holders for important concepts. They may disguise a practice which one might abhor if it were given another name” (Mitchell,1999,p.:255). On the contrary ,dysphemism, is described as an opposite to euphemism and it is not well branded as euphemism .

“A dysphemism is an expression with connotations that are offensive either about the denotatum or to the audience, or both, and it is substituted for a neutral or euphemistic expression for just that reason”(Kader,2014,p.:261). There is a bulk of literature on X-phemization as it is a burning issue in human daily interaction functioning positively and/or negatively affecting groups or individuals in the society . It is a remarkable coincidence that we conducted a study on euphemism in the discourse of a disease started in the Republic of China, and that the survey supported us with the fact that Chinese scholars have issued a large number of publications focusing on euphemism from different perspectives since1980s (Shu, 1995,p.:17 and Liu, 2000, p.:36 cited in Zhao,2010,p.:118 ).To save space end effort , we opt to directing the literature on the vital role of eu/dysphemistic language in political and medical discourse.

#### **1.4. X-phemization:A Hallmark of the Medical and Political Jargon and Communication**

It is a great challenging living in nowadays societies !We do live an endless conversation on topics be matters of health , politics, economics , marketing , and climate change which are scaring and threatening for many people’s lives in a way or another . Yet , there must be the ‘Mind your language ! safe policy to lessen the effect of the risky surroundings. In our wording ,‘The way we should watch our walk , the way we watch our talk’ is the safe policy adopted by decision makers ,politicians ,and health providers at crisis

. This goes with what Winslow articulates ( 1994:p. 1 cited in Mitchell,1999,p.:255 ) that “ [ we] should watch the way we talk.

Human society can be described as a long conversation about what matters. In this conversation, the language we use to describe our social practices not only reveals our attitudes and virtues, it shapes them”. Here the eu/dysphemisms come to the stage in the medical and political jargon paving the way to come close to their effects on the audience . Briefly, “ [ j]argon is the specialized language used by a particular group of people; they could be professional or non- professional, for example medical, mechanical or engineering jargons” and for “[m]edical jargon...; it is used within the medical field for the purpose of communication among the medical group members, who are the medical professionals such as physicians, nurses and other allied health personnel”(Rababah, 2014, p.:3).Euphemism is said to be an integral part in the medical communication according to search ; for Rajić (2014:p. 8), “euphemisms represent the highest level of verbal, social and emotional intelligence in medical communication”. Still , we presume that eu/dysphemistic language is not a preferred tool in the medical jargon , when say for instance, in physician –to- physician interaction . But if there is a third party as a patient , both physicians switch to their linguistic euphemistic tool. This point is worth considering in future search! In a study ,we like to refer to , Dickinson et al.(2017) have recommended to use the appropriate medical language. It is interesting to know that initiating discussions about issues of obesity should be controlled by style and preferred terms. In a questionnaire –based study ,Swift et al.(2013), investigated the collected data on the demographics and beliefs on initiating issues and discussions on obesity with the clients from 1036 by pre-registration dieticians , doctors , and nurses in the UK. The percent of the euphemistic expression used commonly by the students was “your weight is damaging your health” (67.6%)(p.:1). For Herbert (1916), and still in the UK ,euphemism is not always welcomed in healthcare and it cannot be adopted with all patients similarly ;he suggested that “...euphemism can be used at times to communicate with a patient such that their understanding of their condition increases, and their experience is less stressful”(2016:p.1). More strikingly, Herbert’s

view indicates indirectly that euphemism in the healthcare context could imply positiveness and negativeness; a vital point to be discussed in the corpora.

The literature is rich on the way politicians' adopted euphemism purposefully. In Zhao's wording (2010:p.118) "...political euphemism plays the role of hiding the truth and legalizing wrong behaviors;. it influences people's sense of right and wrong as well as their understanding of the objective world, hence succeeding in persuading them". To sum-up , reviewing X-phemization both in political and healthcare contexts , suggests that they have some features of euphemisms in common and these features take them to what is called deviation or hiding the truth as in the current( COVID-19).

## 2. Research questions

- 2.1. Are implementing eu/dysphemisms successful in directing the behavior and attitude of the audience?
- 2.2. Do eu/dysphemisms have negative/positive consequences?

## 3. Hypothesis

It has been hypothesized that implemented euphemism and dysphemisms as discursive strategies construct different attitudes and perspectives.

## 4. Aims of the study

The current study aims at making use of CDA tools to analyze the euphemism and dysphemisms in two different but heavily interwoven fields as politics and healthcare, notably in the current pandemic.

## 5. Limits of the study

The current study is limited to analyzing eu/dysphemisms as discursive strategies utilized in the politicians and healthcare' speeches. In addition, the present study makes use of the analytical tools of CDA in analyzing the data.

## **6. Methodology**

### **6.1. Data collection**

The corpora were extracted from the BBC News , WORLD News , SPIN News ,and CNN News Websites.

### **6.2. The model of the study:**

Among many other approaches to CDA, the researcher has adopted Van Dijk's (2000) Socio-Cognitive approach. This model, according to the researcher's view, is the most suitable one; because Van Dijk was able to draw ideologies through using his ideological square Us and Them. Moreover, this model is basically concerned with ideological analysis that focuses on how the language users present themselves and ingroup members positively and others or Out-group members negatively.

However, Van Dijk (2000) proposes a model which is basically concerned with ideological analysis that focuses on how the language users present themselves and ingroup members positively and others or Out-group members negatively. The process of identity construction and shaping the world, in fact, can be accomplished by deploying certain argumentative, semantic, syntactic and rhetorical strategies. These discourse strategies in turn express the language users' positions, attitudes, aims and where they belong, that is, their identities; by emphasizing certain political, social and economic ideologies.

Van Dijk offers the triangle of society, cognition, and discourse. According to van Dijk (2000: 9-10) the broad label of the notion 'Discourse' includes language use, talk, verbal interaction, and communication. The label 'Cognition' covers the mental aspects of ideologies, such as their nature as beliefs or ideas, their relations with opinions and knowledge, and their status as socially shared representations. Finally, the broad label of 'Society' includes political, cultural, social and historical aspects of ideologies, their group-based nature, and especially their role in the reproduction of, or resistance against, dominance.

Van Dijk divides the context into two major types, micro and macro. Macro context indicates the historical, political, cultural and social structure in which a communicative event takes place. Micro context indicates the features of the immediate situation and



interaction in which a communicative event occurs. Micro context is a form of mental model of communicative situations which are called context models. These are mental representations that control many of the features of text production and comprehension such as genre, choice of topic cohesion, speech act, style and so on. In addition, these models illustrate how in a certain social situation discourse could be different.

Van Dijk deploys semantic and argumentative strategies to systematically connect structures of discourse with the structures of ideologies to explore and focus on how discourse structures relate to social phenomenon. The overall procedures and strategies are formulated and proposed by Van Dijk to focus on how language users present themselves positively and others negatively. In an attempt to achieve this, the strategies are implemented to concentrate on four features which form an ideological square, they are as follows:

- 1- Emphasize positive things about Us;
- 2- Emphasize negative things about Them;
- 3- De-emphasize negative things about Us;
- 4- De-emphasize positive things about Them”

### 6.3. Data Analysis and Discussion

#### 6.3.1. Politicians’ X-phemization

##### 1. Dysphemisms

###### 1.1. “The international health agency made mistakes that “caused so much death” as the coronavirus spread across the global.”

(Source: APR 15 /2020. 9:12 AM. BBC NEWS)

Donald Trump, the president of the US, used the dysphemistic expression "Caused so much death" to blame and accuse the World Health Organization (WHO) of their mismanaging of the pandemic disease and to get rid of the responsibility and accusation of such health crisis in the US. The dysphemistic expression in this context functions negatively influencing the mind and the heart of the audience in the sense that the lexical item “death” has a negative value that many language users avoid using. However, it can be claimed that these dysphemistic expressions are implemented to

reflect Trump’s mental representations about WHO on one hand and to construct and represent ideologies, which are negative beliefs and attitudes towards WHO on the other.

**1.2. “The world health organization’s role in severely mismanaging and covering up the spread of Coronavirus”**

(Source:APR 15 /2020. 9:12 AM. BBC NEWS)

Similarly, Trump declared that “The world health organization’s role in severely mismanaging and covering up the spread of Coronavirus”. In this negatively oriented sentence, Trump constructed a negative opinion and belief in the mind of the audience towards WHO as being failed fulfilling their responsibility in supporting personal protective equipments and other devices which could have been helpful in saving the life of people during this global crisis. Therefore, through this dysphemistic expression Trump attempts to convince and persuade his nation that the spread of (COVID- 19) in US was not his fault.

**1.3. “So we know the true scale of the problem and how fast it spreads”**

(Source:13 April 2020. BBC NEWS)

Liz Kendall, the British politician, announced during the spread of coronavirus that “So we know the true scale of the problem and how fast it spreads”. This fragment of discourse is used dysphemistically to express the true danger and infection of the disease. Via utilizing the metaphorical expression “true scale of the problem” Liz, attempts to manage the mind and behaviour of the audience by emphasizing the negativity of the current disease to make the message more influential on the part of the recipients or the audience, so that they will be persuaded to adhere to the government orders and healthcare providers to save their lives and to stop spreading this pandemic disease.

**1.4. “We had a 200-net increase in hospitalisations, which you can see is the lowest number we've had since this nightmare started”**

(Source:APR 10, 2020, 12:12 AM. UPDATEDAPR 10, 2020, 2:06 AM. World News )

Andrew Cuomo, the American politician, used a dysphemistic metaphorical expression ,viz.“nightmare” to show and express the strong effect of( COVID- 19) on the States in particular and the world, in general. The underlining hidden social function of this expression is to inform the world about the terrible influence of the pandemic and to encourage and persuade the audience to be committed to the advices of healthcare professionals and government in self-protection and self-isolation measures and rules. Being a dominant figure, as a politician , Cuomo endeavors to form an ideology in directing the mind of every American native citizen to fight this global crisis by creating a sense of responsibility inside all people to protect themselves in order to slow down the death toll.

**1.5. “It’s showing us just how tenuous our existence becomes when we try to abandon those connections and distance from one another. Health care, housing, race, inequality, the climate — we’re all in the same leaky boat.”**

(Source:March 28, 2020 SPIN News)

In one of his essays , David Byrne, the American and British writer and politician, implemented the dysphemistic metaphorical expression “leaky boat” describing coronavirus pandemic in its severe terrible influence. Furthermore, he tried to express the serious effect of the disease on humanity stating that “we’re all in the same leaky boat.” In fact, this speech is ideologically motivated to persuade the globe to act and cooperate; it is time for the solidarity fighting (COVID -19). David is trying to convey the message that the disease is a global crisis and it might attack any country and any person regardless of their position, religion, culture ,and wealth. The ideology that loaded in this fragment of discourse, one might think from CDA perspective, is the motivation for equality, harmony, and anti-racist ideologies that everyone must undertake to pass such hard time safely.

## 2. Euphemisms

### 2.1. “The US will be in "a very good shape" in terms of the number of ventilators available by the time the coronavirus outbreak peaks.”

(Source:31 March 2020. BBC NEWS)

Apparently, it is the responsibility of the leaders to calm down their peoples and citizens during any sort of crisis and pandemic. As for Trump, he attempts to inspire some kind of hope in the mind and heart of the citizens during the spread of Coronavirus by claiming that “The US will be in "a very good shape". The function of this euphemistic expression in this context is to relax and ease the citizens psychologically and mentally by constructing a positive attitude during the meet of the peak of Coronavirus in US. Being in the position of power, Trump is able to put some ideological issues into practice attempting to control his people’s reactions and behaviors towards the current pandemic either by minimizing it using euphemistic expressions or by glorifying and emphasizing its negative consequences through using strongly negative expressions.

### 2.2. "challenging times are ahead for the next 30 days", but that social distancing could save more than a million American lives.”

(Source:31 March 2020. BBC NEWS)

In an attempt to save lives of American people and restrict their movements , Trump announced in this part of his official statements that "...social distancing” could save more than a million American lives". The euphemistic expression “Social Distancing” is implemented in this context to indicate that the situation where people isolate themselves from others and restrict their movements are just easy means to avoid and slow down the infection and the spread of (COVID -19). The function of utilizing this expression, however, is to take into consideration the psychological state of people and the stress that they would be under in long time of isolation and loneliness. Moreover, this expression is utilized to appease the spiritual and psychological beings of the recipients of conceptualizing the negative intended psychological meaning of the phrase which is that of

loneliness or isolation. It is another elegant means of avoiding rudeness of this expression affecting the mood and the mind of the American nation to persuade and convince people to commit to this rule or restriction.

**2.3. By next weekend, those with the most serious health conditions must be "largely shielded from social contact for around 12 weeks"**

(Source:16 March 2020. BBC NEWS)

Boris Johnson, the Prime Minister of the UK, announced the most vulnerable people who are the victims of coronavirus through using a euphemistic expression such as “those with the most serious health conditions must be largely shielded from social contact“. The euphemistic expression “serious health conditions”, in fact, includes people who suffer from serious diseases such as “heart disease, diabetes, lung disease, and people with chronic kidney disease undergoing dialysis, people with liver disease, and so on. These diseases reduce the body's ability to fight off infection or illness, so the symptoms and impact from infection can be worse," Dr. Henderson says. This means their bodies are not "well equipped" to deal with (COVID-19) (Andrea Downey 25-Mar-2020). The communicative function of using this euphemistic expression, however, is to hide the negative psychological and spiritual influence of the message and show considerations to those people who suffer from serious diseases. Moreover, it is used to avoid being blunt in conveying the direct negative message on the part of the speaker and to lessen and minimize the anxiety and fear on the part of the intended people.

**2.4. “The government does not expect to make changes to coronavirus lockdown restrictions this week.”**

(Source:13 April 2020. BBC NEWS)

The British politician, Dominic Raab, announced that "the government does not expect to make “changes to coronavirus lockdown restrictions”. This euphemistic expression is used meaning a prison protocol that usually prevents people from leaving an area and that they must stay where they are. Moreover, this decision can

only be initiated by someone in a position of power. Therefore, Dominic implemented the euphemistic expression “coronavirus lockdown” in order to avoid using other expressions which carry more negative meaning. Via this linguistic strategy, however, Dominic successfully persuaded the citizens to stay where they are until a limit has been put to this pandemic disease.

**2.5. “Viruses don’t respect borders,” he said frankly. “They get in even with extra screening and travel restrictions.”**

(Source:March 28, 2020 SPIN News)

Again, David Byrne, wrote in one of his essays that “viruses don’t respect borders” referring to the fact of the unlimited spread of the coronavirus. The underlined ideological meaning of this phrase is to inform the world to be united in fighting the virus and to leave aside the animosity and problems, as the only real enemy for all mankind is the virus itself that infects and kills anyone. In addition, coronavirus does not differentiate between the poor and rich or between strong and weak; all are subject to be infected no matter where they live or how powerful they might be. It sounds like a soft warning and threat to all people to take care of themselves and to use all what they can to stop and slow down the spread of the disease showing solidarity and affiliation among the countries.

### **6.3.2. Healthcare Providers’ X-phemisms**

#### **1. Dysphemisms**

**1.1. “The new coronavirus is going to be a virus that stalks the human race for quite a long time to come until a vaccine is developed”**

(Source:Apr 13, 2020. By Arman Azad, CNN)

David Nabarro, the British medical doctor, implements the direct expression of the new disease “coronavirus”, which is considered as dysphemistic in this context, talking about its negative effects. As a physician ,he should not utilize a negatively dysphemistic expression which is “stalks the human race”

emphasizing the idea that this pandemic is going to pursue all human race regardless of their social position and status or where they belong until a suitable vaccine or treatment is developed. The function of this fragment of discourse, however, is to persuade and convince the people for self-saving and protection from the infection of the current disease. Moreover, it creates a kind of fear in mind of the recipients to make them conscious about the infection of this disease.

**1.2. "Unfortunately, there is no way that amount of control could happen by the summer"**

(Source: Apr 13, 2020. By Arman Azad, CNN)

Bill Hanage, the Associate Professor of Epidemiology at Harvard School of public Health, announced this statement **"there is no way that amount of control could happen"** in an attempt to convey the message that there is no medical treatment has been developed for putting a limit to the coronavirus disease. This is a tactical linguistic strategy which reflects the idea that full control on the virus is impossible currently, but other self-protection and personal protective equipment are possible enough, people are always directed by the powerful people who possess knowledge and they are controlled by the ideas and beliefs that they receive from them. Therefore, the function of this dysphemistic statement is to indirectly convey the fact that people must be supplied with (PPE) since no vaccine or other medical treatments have been invented.

**1.3. "Potential calm before devastating storm"**

(Source: 10 April 2020. By Andrew Harding. BBC NEWS )

Zweli Mkhize, South African doctor and the health minister, claimed on the issue of the spread of coronavirus around the world and when its infection has not yet arrived South Africa saying that "Potential calm before devastating storm". He described the condition of temporary vacuum of (COVID -19) in his country as calm before devastating storm. The dysphemistic expression "devastating storm" is metaphorically used to indicate to the infectious disease which can destroy the whole country. The underlined social function of this expression, however, is to create a sense of wariness in his people to save their lives by committing to the government's instructions and to

prepare themselves seriously to encounter this pandemic disease, in case if it spreads in their country.

## 2. Euophemisms:

### 2.1. "We can keep our fingers crossed"

(Source: Apr 13, 2020. By Arman Azad, CNN)

Ashish Jha, the professor of global health director, claimed on the issue of searching a vaccine for coronavirus disease that "We can keep our fingers crossed". This euphemistic expression, in fact, is used in this context to mean that we must not despair of searching a suitable vaccine for the( COVID -19) and it also means that we will do our best hoping to find a medical remedy for the virus. The social function of this expression, thus , is to ease people psychologically especially after the appearance of the phenomenon "(COVID -19) hysteria" which has been exacerbated by the media and other social platforms that makes the crisis seem even bigger than it is. Therefore, health institutions and organizations are trying to control the mind of the people by spreading positive ideologies about the virus to lessen the stress and anxiety in the mind and heart of the people.

### 2.2. "Every community will need that type of defensive shield to isolate cases and prevent large outbreaks"

Apr 13, 2020. By Arman Azad, CNN.

David Nabarro, the British medical doctor, utilized the euphemistic expression "defensive shield" to include all Personal Protective Equipment (PPE) or the life-saving equipment such as face masks, hand sanitizer, goggles, gowns, and ward for patients. In fact, the expression "outbreak" is used euphemistically to indicate to the spread of the current disease. The underlined social function of these expressions is to politely persuade and order the countries to supply their citizens with (PPE) in order to avoid and slow down the (COVID- 19)spread.

### 2.3. "A second or third wave of the virus "was probably inevitable" and treatment and a vaccine was "our only true exit strategy."

(Source:12 April 2020. BBC NEWS)



Jeremy Farrar, the British medical researcher and the government's scientific advisory group of emergencies claimed that "A second or third wave of the virus was probably inevitable". In fact, adpting the euphemistic expression in this context is to express and reflect the fact that if vaccine or other treatments for (COVID- 19) are not found, it probably occurs again and again and attacks the citizens. Therefore, this euphemistic expression can be considered as a soft warning for the people to know the danger of this disease and the lack of treatments for it. Although the underlined meaning of this expression is negative, yet Jeremy conveyed his message in a euphemistic expression to make his wording softer and more acceptable. Jeremy successfully affects people's behaviours and attitudes towards the treatment of current disease.

**2.4. "We will find some sort of policies that are going to be grounded on testing, contact tracing and quarantine and border control -- those four components to mitigate the risk of a second wave."**

**(Source:Apr 13, 2020. By Arman Azad, CNN)**

Christoher Murray, the researcher in global health and public health at the University of Washington, implemented the euphemistic expression "quarantine" to refer to the condition in which the patient is enforced to reservation for several days until they are recovered from the pandemic disease. The "border control" indicates the block of the airports and preventing the people from traveling to other countries. Using such a metaphorical expression as "second wave" to refer to the reappearance and reoccurrence of coronavirus in the same country. The communicative function of the two aforementioned euphemistic expressions is to avoid the negative connotations of the direct messages to the mind and mood of the recipients at such a drastic time.

## 7. Findings

CDA offers a framework which uncovers the ideological content as well as the ways in which ideology is expressed, reinforced, and observed in the discourse and speeches. The findings

show that power , solidarity , unity , anti-racism of the speakers are dominant in the corpora, since (5) euphemisms and (5) dysphemisms have been employed by the politicians (including coronavirus and non-coronavirus linguistic elements ). For healthcare providers ,(7) euphemisms and (4) dysphemisms have been realized to be successfully utilized to influence the mind of the people in different parts of the world to be safe from the pandemic.

## 8. Conclusion

The study has come up with the conclusion that powerful people use language not only to describe social practices, but also to shape them. The euphemism and dysphemisms are employed as linguistic strategies in the medical and political discourse to influence the audience. Utilizing these two strategies, the responsibility holders are successful in directing the attitude and behaviors of the audience to avoid (COVID -19) as far as possible. Finally, CDA offers a framework which demystifies the ideological content as well as the ways in which ideology is expressed, reinforced, and observed in the discourse and speeches. Power , solidarity , unity , ant-racism are revealed to be dominant in the speech of politicians and healthcare providers.

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## "بين تلطيف العبارات و تقبيحها في فترة تفاقم ازمة كورونا. تحليل نقدي لخطابات السياسيين و العاملين في الرعاية الصحية"

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### المستخلص

تهدف الدراسة الحالية إلى التحقق من تلطيف العبارات و تقبيحها في خطابات العاملين في الصحة و السياسيين في فتره نفاقم ازمة كورونا. وان مثل هذه الخطابات شكلت جوهر الإخبار في تلك الفترة. حيث ان تم اختيار الصحف كمصدر موثوق للمؤسسة الاخبارية، وتم الاعتماد على (17) خبرا (10) في السياسة و 7 عن الرعاية الصحية) من مواقع بي بي سي نيوز وورلد نيوز وسبين نيوز وسي إن إن نيوز.

اعتمدت الدراسة على نموذج فان ديك (2000) الاجتماعي المعرفي في تحليل البيانات. حيث ان النتائج اظهرت أن (5) من العبارات تم تلطيفها و (5) من العبارات تم تقبيحها من قبل السياسيين بينما (7) و (4) من العبارات تم تلطيفها و تقبيحها من قبل العاملين في مجال الصحة. و بهذا استطاعوا بنقل مجموعة متنوعة من الرسائل إلى الجمهور. تظهر النتائج أيضا أن المسؤولين في الصحة و السياسيين نجحوا في توجيه سلوكيات و مواقف الجمهور من خلال تلطيف العبارات و تقبيحها كاستراتيجية لغوية

الكلمات المفتاحية: الأيديولوجية ; الكلام المباشر و الغير المباشر ؛ السلبية ؛ الايجابية ;

القوة