

calls and others that are applied by professionals to refer to some issues in a polite manner or when making special requests. In the corporate world, apparently more gentle terms moderate painful or distasteful involvements: managers describe the act of firing workers as "cost cutting on human resource."

Paragraph
lacks
focus

At a basic level, euphemism can serve general positive ends. First, it is among the means by which a communicator can exhibit situation-dependent sensibility and customizing messages to different audiences. Frequently, inoffensive or pleasant terms are substituted for matters that are considered unmentionable in the society—especially those related to sex, bodily functions and body parts. For instance, excusing oneself from a party to "use the cloakroom" is a way to omit unpleasant reason for leaving the party hall that most people may not be willing to know. Euphemism can also be used in discussions where a speaker may choose polite words to keep other debaters or panelists in his or her thoughts. People who conduct discussions on taboo topics are likely to be judged negatively, for example, they may be seen as being intolerable and impolite. They may reduce the negative judgment by choosing to use a less offensive language.

good
specific

Likewise, this language tool can be used to avoid offending the audience, especially if they somehow are affected by a taboo topic. Finally, euphemism can be used to talk about topics that are unpleasant which otherwise, may not be discussed without such language techniques to substitute the real words. For example, in women's accounts of sexual abuse in a legal setting, they do not use the word "rape" often to describe the vice, but instead use euphemistic terms that are descriptive enough to state the act. As such, euphemism is important in helping people to talk about topics that are unpleasant and not easy to talk about (Lukas & Jeremy 551-569).

www

said
before

is this
good or
bad?

this would
be your
topic